

FULL SEO AUDIT REPORT

mnq.elkazurrotaberna.es

Prepared by Claude SEO

39/100

SEO Health Score

July 19, 2026 Full Audit

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1. Executive Summary

This report presents a comprehensive SEO audit of **mnq.elkazurrotaberna.es** for a **Catering / Events — Service-Area Business (weddings, corporate events, family gatherings)** site, generated on July 19, 2026. Findings combine technical, content, schema, performance, visual, and search-readiness evidence as available.

39/100

SEO HEALTH SCORE

Critical Issues Found:

1. **Info:** Zero structured data (JSON-LD) anywhere on the site, confirmed independently by 5 specialists across all 9 pages
2. **Info:** No robots.txt or sitemap.xml at all (confirmed genuine 404s)
3. **Info:** No physical address, city, or service-area statement anywhere — blocks all location-qualified search and AI answers
4. **Info:** Contact email domain mnqcatering.com (used site-wide and in the legal notice) does not resolve at all
5. **Info:** Site hosted on a subdomain of an unrelated, broken brand (elkazurrotaberna.es — invalid TLS cert, 404 on root)

Quick Wins:

1. Add loading="lazy" to the ~3 large non-hero images competing with the LCP image (~700KB)
2. Add tel: links to the phone number (currently plain text, no click-to-call)
3. Fix the WhatsApp floating CTA being clipped by the cookie consent banner
4. Add a robots.txt with a Sitemap: directive plus the @astrojs/sitemap integration
5. Remove the fabricated-looking client names on /corporativo-business

2. Audit Categories

2.1 Technical SEO

Score: **48/100**

What Works

- Fully server-rendered Astro output — no JS wall, 100% crawlable
- Unique title and meta description on all 9 pages
- Clean, flat, descriptive Spanish URL slugs
- Correct single-hop 308 HTTP → HTTPS redirect
- Viewport meta tag present on all pages

Findings

No robots.txt, no sitemap.xml/sitemap-index.xml **Critical**

GET /robots.txt, /sitemap.xml, /sitemap-index.xml all return HTTP 404 (site's real 404 page, confirmed genuine absence).

Recommendation: Add public/robots.txt and enable the @astrojs/sitemap integration.

No structured data (JSON-LD) found anywhere **Critical**

Zero application/ld+json blocks across all 9 pages.

Recommendation: Add CateringBusiness JSON-LD sitewide plus Service schema per event-type page.

No canonical tags on any page **High**

/contacto and /contacto/ both return HTTP 200 with identical content and no redirect — a real duplicate-URL gap.

Recommendation: Add self-referencing canonical tags in the base layout and pick one trailing-slash convention.

No security headers on the HTTPS response **High**

No Strict-Transport-Security, X-Content-Type-Options, Content-Security-Policy, or X-Frame-Options headers present.

Recommendation: Add HSTS, X-Content-Type-Options, X-Frame-Options, and a baseline CSP at the hosting/CDN layer.

No meta robots tag on any page **Medium**

No explicit index/follow signal anywhere; /cookies and /privacidad are reasonable noindex candidates.

Recommendation: Add explicit meta robots tags; consider noindex, follow on legal pages.

www subdomain broken (invalid TLS cert + 404) **Medium**

https://www.mnq.elkazurrotaberna.es fails TLS handshake and returns 404 instead of redirecting to the apex domain.

Recommendation: Issue a cert covering www and redirect to apex, or make the subdomain not resolve at all.

Inconsistent regional Spanish (lang=es-AR vs. Spain-targeted content) **Medium**

lang="es-AR" is set sitewide despite +34 phone and RGPD/AEPD legal references; /solicitar-propuesta uses voseo while the rest of the site uses formal usted.

Recommendation: Set lang="es-ES" sitewide and standardize the register.

No IndexNow implementation **Low**

Dependent on sitemap/robots.txt work being done first.

Recommendation: Address after sitemap/robots.txt; add an IndexNow key and deploy hook.

2.2 Sitemap Architecture

Score: **40/100**

What Works

- All 9 URLs return HTTP 200, no redirects, no soft-404s
- No accidental noindex directives found anywhere
- Site small enough (9 URLs) that crawl-budget risk is effectively zero

Findings

No sitemap.xml or sitemap index exists **High**

Both /sitemap.xml and /sitemap-index.xml return genuine HTTP 404.

Recommendation: Add @astrojs/sitemap; a ready 7-URL sitemap.xml with real git-derived lastmod dates is available in findings/sitemap.md.

No robots.txt exists (compounds the sitemap gap) **Medium**

No Sitemap: pointer exists for search engines to discover a future sitemap automatically.

Recommendation: Add a minimal robots.txt with an explicit Sitemap: directive.

/cookies and /privacidad inclusion is a judgment call **Low**

Both are live, indexable legal pages predating the rest of the site's content.

Recommendation: Recommend excluding them from the sitemap to keep signal-to-noise clean, though including them is also defensible at this site size.

2.3 Content Quality

Score: **28/100**

What Works

- The /bodas-reales testimonial ("Sofía & Mateo — Gran Salón Imperial · 2024") is a genuine, concrete, attributable signal — the exact shape of evidence E-E-A-T rewards

Findings

Fabricated-looking client roster on /corporativo-business **Critical**

"LUMINA Vanguard Ethereal", "Nordic Corp Apex Sol" read as generated placeholder names, not real, verifiable companies.

Recommendation: Replace with real, permissioned client names/logos or remove the claim entirely.

No named expertise (chef/founder) anywhere **High**

"Cocina de autor" is claimed on two pages with no author ever named.

Recommendation: Add a named head chef/founder bio with real credentials and experience.

Templated, duplicated rhetorical structure across the three event-type pages **High**

All three pages follow an identical "not just X, but Y" luxury-reframe pattern with swapped nouns and repeated generic adjectives.

Recommendation: Differentiate each page with concrete, non-transferable specifics per buyer segment.

Zero concrete/quotable facts — no pricing, capacity, or service-area data **High**

No numbers appear anywhere — no starting prices, guest-count ranges, or explicit coverage area.

Recommendation: Add a concrete facts section to every page: price tier/quote process, guest capacity range, covered regions, lead time.

Thin content risk on service pages **Medium**

Visible body copy is roughly 150-250 words per page — likely below the ~800-word floor for service-type pages, pending full-page verification.

Recommendation: Expand with genuine FAQ/process content once full word counts are confirmed.

Trust signals not observed in sampled text **Medium**

No address, phone, CIF, or legal registration observed in the extracts sampled (footer content beyond the sample wasn't independently verified).

Recommendation: Verify footer/contact/legal pages directly and add any missing registration/contact transparency signals.

2.4 Structured Data / Schema

Score: **5/100**

What Works

- Pages are plain server-rendered HTML, so any JSON-LD added would be immediately crawlable
- Site already has the raw material for rich schema: named testimonials with star ratings, a dedicated real-weddings page, and a clear service-area business model

Findings

No structured data anywhere on the site **Critical**

Zero application/ld+json blocks confirmed via direct grep on multiple pages.

Recommendation: Implement a base CateringBusiness (Organization/LocalBusiness subtype) sitewide using areaServed instead of a fixed address.

Missing Event/Service schema on event-type pages **High**

/bodas-reales and similar pages expose nothing machine-readable distinguishing them as service offerings.

Recommendation: Add Service schema (serviceType per event type) offered by the CateringBusiness entity.

Missing Review/AggregateRating for existing testimonials **High**

Homepage shows star-rating markers next to testimonials with no Review or AggregateRating markup.

Recommendation: Wrap existing testimonials in Review nodes; only mark up what's genuinely shown, don't fabricate a rating.

Missing BreadcrumbList **Medium**

No breadcrumb markup on any page despite a clear, shallow site hierarchy.

Recommendation: Add BreadcrumbList per inner page.

No WebSite/WebPage entity graph **Low**

Optional but complements the Organization graph for entity disambiguation.

Recommendation: Add a minimal WebPage per page pointing at the WebSite and CateringBusiness entities.

2.5 Performance (proxy metrics)

Score: **68/100**

What Works

- Excellent TTFB (~146-149ms) on both pages tested
- Correct fetchpriority="high" + loading="eager" on the true hero image
- No render-blocking third-party scripts — zero analytics/chat/ad-tech bloat
- Hashed build assets (/astro/*) cached correctly with max-age=31536000, immutable

Findings

Multiple large images load with no loading="lazy", competing with the hero image **High**

~687KB of below-the-fold images fetched with default eager priority alongside the actual 197KB hero image on both pages tested — looks like a shared-component bug.

Recommendation: Add loading="lazy" to every non-LCP-candidate image; likely a one-template fix that propagates everywhere.

Static images served with cache-control: max-age=0 **Medium**

Raw /images/* assets are never cached while hashed /_astro/* build assets cache for a year — a static-file server config gap.

Recommendation: Serve /images/* with a long max-age or adopt content-hashed filenames.

No compression negotiated on HTML or CSS **Low-Medium**

No content-encoding header returned even with Accept-Encoding: gzip, br sent explicitly.

Recommendation: Enable gzip/brotli at the CDN/edge or origin for text/html and text/css.

Oversized footer logo asset **Low**

logo-secondary.png is 254KB — larger than the page's own hero image — for a small footer mark, with no width/height attributes.

Recommendation: Re-export as WebP/AVIF at actual render resolution and add explicit dimensions.

Two synchronous external font stylesheet requests **Low**

Mitigated by preconnect and display=swap, so this is a minor finding.

Recommendation: Combine into a single Google Fonts request or self-host the font files.

2.6 AI Search Readiness (GEO)

Score: 34/100

What Works

- Fully SSR'd — no JS wall, so GPTBot/ClaudeBot/PerplexityBot can read 100% of the content
- Unique, descriptive title and meta description per page
- Named, credentialed team members on /nosotros (director, chef, sommelier, experience designer)
- Specific, quotable testimonials with named clients, venues, and dates

Findings

No robots.txt — no explicit AI-crawler policy **High**

No allow/block signal for GPTBot, OAI-SearchBot, ClaudeBot, PerplexityBot, or Google-Extended.

Recommendation: Add a robots.txt explicitly allowing the major AI crawlers plus a Sitemap: directive.

Zero structured data **High**

application/ld+json count is 0 across all 9 pages.

Recommendation: Add LocalBusiness/CateringBusiness + Review + Person JSON-LD — the single highest-leverage fix.

No physical address or named city/region anywhere on the site **High**

Zero matches for any Spanish city/region name or address-related terms across all 9 pages; the only geo-signal is the +34 phone prefix.

Recommendation: Add an explicit service-area statement on the homepage and /contacto, plus areaServed in JSON-LD — the single most damaging citability gap.

Domain/entity fragmentation across three different identities **High**

The live subdomain, the broken parent brand domain, and the dead mnqcatering.com email domain all point to the same business with no canonical link tying them together.

Recommendation: Consolidate to one canonical, working domain identity and fix the lang mismatch.

No canonical tags, no Open Graph tags **Medium**

Zero matches for canonical or og: tags across all 9 pages.

Recommendation: Add canonical and basic Open Graph tags to a shared layout head partial.

No llms.txt **Medium**

GET /llms.txt returns HTTP 404.

Recommendation: Add a condensed llms.txt business summary at the project root.

Zero external brand-presence links **High**

No Instagram, Facebook, LinkedIn, YouTube, or Google Maps links found anywhere on the site.

Recommendation: Link an active Google Business Profile / Maps listing and any social accounts from the footer and /contacto.

No FAQ-style or question-based headings anywhere **Medium**

No informational question-form headings found; only CTA-style rhetorical questions.

Recommendation: Add an FAQ section with FAQPage schema targeting real buyer questions.

Pricing exists only as locked form-select options Medium

Real budget ranges exist inside the /solicitar-propuesta form's <select>, but nowhere as readable prose an AI engine can extract.

Recommendation: Surface a starting-price statement or tier summary as body copy on the three commercial pages.

2.7 Local SEO

Score: 22/100

What Works

- Dedicated service pages per event type — matches the #1 local organic ranking factor for this vertical
- Phone number and email are 100% consistent across every page that shows them
- WhatsApp used consistently as a frictionless contact channel

Findings

Zero LocalBusiness/CateringBusiness schema Critical

No schema.org markup of any kind found on any page.

Recommendation: Implement CateringBusiness schema using areaServed, not address — this is a confirmed service-area business.

No Google Business Profile signals detectable on-site Critical

No Maps embed, no GBP link, no live review widget anywhere.

Recommendation: Confirm whether a GBP listing exists; if not, create one as a Service Area Business with the correct primary category.

No reviews infrastructure High

Only 2 static, unschema'd, unverifiable testimonials sitewide with no source platform or date-freshness signal.

Recommendation: Add real, sourced reviews with Review/aggregateRating schema and an ongoing review-request workflow.

No local/geo-targeting language anywhere **High**

No city, province, or explicit service-area terms found in titles, meta, or body copy.

Recommendation: Add an explicit "zona de cobertura" section stating the real coverage area.

No Tier-1/vertical citation presence **Medium**

No links to Bodas.net, Zankyou, or Matrimonio.com — the standard Spanish wedding-vendor directories.

Recommendation: Claim/verify listings on the relevant vertical directories.

Domain/brand identity mismatch and no legal identity disclosed **Medium**

Site is branded exclusively "MNQ Catering y Evento" but hosted on an unrelated broken brand's subdomain; the privacy notice lacks a company legal name or CIF/NIF.

Recommendation: Clarify the entity relationship and add the legally required identification data to the privacy policy.

Photo evidence appears AI-generated/reused, not real team or event photography **Medium**

The same image file is used both as the /nosotros hero and as a specific team member's photo.

Recommendation: Replace with real team and event photography — meaningful trust and differentiation signal for a premium brand.

No venue-partnership or event-capacity content **Low**

No content naming partner venues or typical guest-count ranges.

Recommendation: Add a venues/capacity section to reinforce service-area intent.

2.8 Search Experience (SXO)

Score: 35/100

What Works

- Unique, keyword-relevant title and meta description on every page
- Single clean, semantically distinct H1 per commercial page
- Named, dated, venue-attributed testimonials — more concrete than generic quotes
- /solicitar-propuesta is a genuinely strong qualification tool, deeper than either live competitor's quote form

Findings

No geographic/location signal anywhere on the site **Critical**

Zero matches for city names, address terms, or postal codes across all 7 pages checked.

Recommendation: Add a visible service area/city and target city-modified keyword variants per page — without this, none of the commercial pages can realistically compete for local intent.

Zero structured data across the entire site **Critical**

application/ld+json count is 0 on every page checked.

Recommendation: Add LocalBusiness, Review/AggregateRating, and FAQPage schema.

Content depth is roughly 5-15x thinner than the SERP baseline **High**

MNQ pages measure 160-320 visible words vs. 400-2,500 words on two live-checked competitors (Cardamomo, El Xato).

Recommendation: Add the missing sections competitors carry: explicit service breakdowns, downloadable catalog/menu.

/reuniones-familiares has zero testimonials, pricing, FAQ, or capacity info **High**

The weakest of the three commercial pages — leans entirely on evocative copy with no proof elements.

Recommendation: Add at least one testimonial, a guest-count range per format, and one FAQ item.

No pricing, capacity, or availability signal on any commercial page **High**

Confirmed absent on all three event-type pages.

Recommendation: Add at minimum a capacity range per page so visitors can self-qualify before the full intake form.

Single contact channel — no click-to-call, no address, no map **Medium-High**

Zero tel: links found across all 7 pages; phone number shown only as plain text.

Recommendation: Add tel: links sitewide and an embedded map/address once a service location is established.

"Companies that trust us" heading under-supported by proof **Medium**

The heading promises multiple trusting companies but the page delivers exactly one testimonial.

Recommendation: Add more testimonials/logos or soften the heading to match what's actually shown.

No FAQ section anywhere on the site **Medium**

Confirmed absent on all pages, including the long intake form with no upfront objection-handling.

Recommendation: Add a short FAQ block on each commercial page and on the proposal form.

Stale trust signals — testimonials 2+ years old **Medium**

The two most concrete testimonials are dated 2023 with no recent-activity signal anywhere.

Recommendation: Add at least one recently-dated testimonial or event recap.

No canonical tags on any page **Low**

Zero matches for link rel="canonical" across all 7 pages.

Recommendation: Add self-referencing canonical tags.

2.9 Visual / Above-the-Fold UX

Score: 76/100

What Works

- Value proposition and CTA both visible above the fold on desktop and mobile
- Strong visual quality — high-resolution hero photography, warm premium color palette
- Clean mobile layout — no horizontal overflow, comfortable tap targets
- Consistent typography hierarchy across breakpoints

Findings

Floating WhatsApp CTA is overlapped/cut off by the cookie consent banner **Medium**

The fixed-position cookie bar renders on top of the floating WhatsApp button on desktop/laptop/tablet, clipping roughly a third of it.

Recommendation: Raise the z-index of the correct element and add bottom offset so the two never overlap.

Unidentified UI element bleeding above the viewport, top-left, on every breakpoint **Medium**

A small white/blurred rectangular box straddles the top edge on all four captures — rules out a one-off glitch, points to a real layout element.

Recommendation: Inspect the DOM near the header for a misplaced or broken-asset element and fix or remove it.

Header nav breaks/clips at tablet width **Low**

The WhatsApp nav button is clipped at the tablet breakpoint (~768px).

Recommendation: Add an explicit tablet breakpoint test to the header's responsive rules.

Hero background image occasionally fails to load **Low**

Seen intermittently on one capture — plain fallback background and broken logo alt text instead of the graphic.

Recommendation: Verify image hosting/CDN reliability and add explicit dimensions to prevent layout shift.

2.10 Backlinks

What Works

- No evidence of toxic links or spam patterns (though this is a neutral finding, not a positive one — there's no data at all to evaluate)

Findings

Domain absent from Common Crawl entirely **Info**

Both mnq.elkazurrotaberna.es and the parent domain return no data in Common Crawl — expected for a new/small local site, not itself a red flag.

Recommendation: Get a free Moz API key to unlock real backlink/DA tracking; treat current state as a baseline-zero starting point, not a penalty.

No known-backlink list available to verify **Low**

No source list of alleged backlinks was available to run through the verification crawler.

Recommendation: Once directory/vendor listings go live, supply the resulting URLs for verification.

3. Action Plan

Phase 1: Critical Fixes This week

- Fix the broken mnqcatering.com email domain used site-wide and in the legal notice
- Add a real service-area statement in body copy (homepage + /contacto)
- Remove or replace the fabricated-looking client list on /corporativo-business
- Add sitewide CateringBusiness JSON-LD (areaServed, not address)
- Add robots.txt and sitemap.xml (@astrojs/sitemap)
- Resolve the domain/entity fragmentation: fix lang=es-AR to es-ES, clarify relationship to elkazurrotaberna.es

Phase 2: High-Impact Improvements Weeks 2-3

- Add loading="lazy" to the large non-hero images competing with the LCP image
- Fix the WhatsApp CTA / cookie banner overlap and the unidentified broken UI element
- Add a named chef/founder bio with real credentials
- De-templatize the three event-type pages with page-specific concrete detail
- Add pricing/capacity signals as readable prose, not locked in a form select
- Beef up /reuniones-familiares specifically — the weakest commercial page
- Add canonical tags and security headers sitewide
- Add tel: links for the phone number

Phase 3: Content & Authority Month 2

- Add an FAQ section per commercial page with FAQPage schema
- Add Review/AggregateRating schema and grow the testimonial set
- Replace AI-generated/reused imagery with real team and event photography
- Claim/verify a Google Business Profile as a Service Area Business; list on Bodas.net, Zankyou, Matrimonio.com
- Add llms.txt with a condensed business summary

Phase 4: Monitoring & Iteration Ongoing

- Set up a review-request workflow after each event
- Get a free Moz API key to unlock real backlink/DA tracking
- Re-run this audit after Phase 1-2 fixes ship to confirm changes are live

- Reconcile branches: /solicitar-propuesta source is only in the strapi-proposal-request worktree, not the current branch

Data Sources & Methodology

Source	Description	Update Frequency
PageSpeed Insights API	Lighthouse lab audit (mobile emulation, Moto G Power, slow 4G)	Real-time
Chrome UX Report (CrUX)	28-day rolling field data from real Chrome users	Daily ~04:00 UTC
CrUX History API	25-week p75 trend data per metric	Weekly
Google Search Console	Search Analytics (clicks, impressions, CTR, position)	2-3 day lag
URL Inspection API	Per-URL index status, coverage state, crawl info	Real-time (2,000/day)

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Methodology based on Google Web Vitals thresholds, Search Console documentation, and Lighthouse scoring algorithms.