

A Look at Outdoors Geek Online

PART ONE

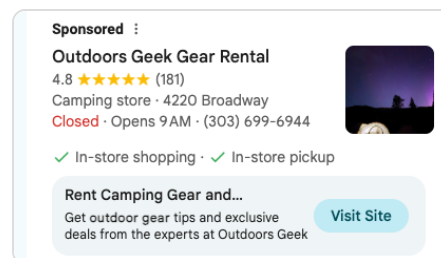
How a Customer Finds You

From the search on a phone to the click on your site.

Local SEO

Whether Google's map shows you to the person searching on a phone nearby, and what it shows them.

- 01 **★ You already own the map.** First in the local pack for "backpacking gear rental denver," first organic result for "camping gear rental denver," first of six in Google's AI Mode.
- 02 **The internet has your old address.** VisitDenver, 5280, Colorado.com, Birdeye, and your own glamping site still print 4431 Glencoe Street.
- 03 **Your own site never says where you are.** No address, hours, or phone in the page markup and none in the footer, so Google trusts Colorado.com about you instead of you.
- 04 **181 reviews at 4.8, and the two newest are unanswered.** Every older one has a reply, and FERAL holds about seven times your count.

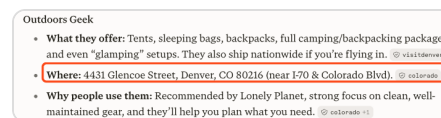


Google Maps, "backpacking gear rental denver." Your listing is first, and you are paying for the slot above it too.

GEO (Generative Engine Optimization)

Whether AI names you when someone asks where to rent camping gear in Denver, and what it says about you.

- 01 **★ You are the answer.** Google's AI and Perplexity both name you first, ahead of REI, Mountain Side, and Lower Gear, and Perplexity calls you "often the best choice."
- 02 **The address they give out is wrong.** Perplexity sends customers to 4431 Glencoe Street with Sunday hours, read straight off Colorado.com.
- 03 **Your name is inconsistent.** Outdoors Geek on your site, Outdoors Geek Gear Rental on Google, Outdoors Geek, LLC on Facebook, Outdoor Geek on Birdeye, Outdoors Geek Glamping on your second site.

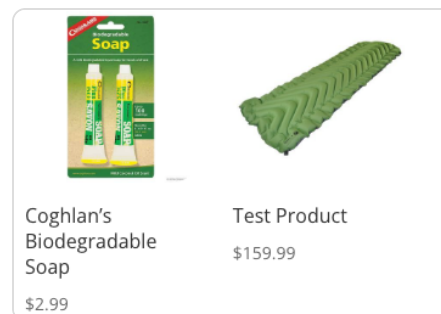


Perplexity names you first, at 4431 Glencoe Street.

Technical SEO

Whether Google can read every page of outdoorsgeek.com correctly.

- 01 **Three test products are live and for sale.** One of them sits in the End of Summer Sale at \$159.99.
- 02 **Every product page tells Google the real copy lives on your old staging server.** A hidden line on each page says the real version is at outdoorsgeek2026.mystagingwebsite.com, so Google credits that copy instead of your store, and the day that server goes away the credit goes with it.
- 03 **Your product listings show no descriptions and no stars.** Neither the descriptions nor the 181 reviews reach the page markup, so Google writes the line itself.
- 04 **Half your sitemap is empty pages.** Google spends each visit on a limited number of pages, and today most of them are blog tag pages with nothing on them, so a new or changed product can wait weeks to show up in search.
- 05 **Outdoors Geek Glamping is a second website.** It splits your sixteen years of reviews, links, and history across two names, so each ranks weaker than the whole would, and it feeds the old address to every site that copies it.



The End of Summer Sale, with the Test Product on sale at \$159.99.

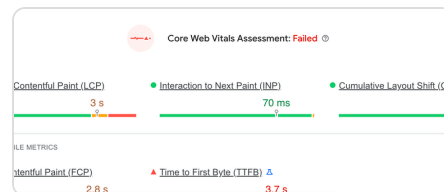
How a Customer Buys from You

From the click on your site to a completed checkout.

Core Web Vitals

How long a customer on a phone waits before your gear appears. Google measures it from real visitors and ranks you on it.

- 01 **Your server takes three seconds to answer.** Google's limit is under one second.
- 02 **Nearly half the code a phone downloads never runs.** It is a third of everything the phone has to fetch before the page can show, and on cell signal that is time spent looking at a blank screen.
- 03 **Google ranks you on your phone version, and it has issues.** Pinch to zoom is switched off, and two rows of products on the homepage load blank on a normal scroll.



Google's report card from your real visitors: failed.

Conversion Rate Optimization (CRO)

Whether someone who reaches your site ends up renting from it. Booking the gear is the first day of the trip, and it should feel like it.

- 01 **The checkout page shows customers raw code.** A dead popup from April 2023 prints as text right where someone is entering a card.
- 02 **The checkout page does not fit a phone screen.** The store pickup box and the insurance table are wider than the phone, so the page slides sideways under a thumb while someone is trying to pay.
- 03 **Checkout asks a lot and helps little.** 36 fields, 20 required, a second address checked by default, no Apple Pay or Google Pay, and a captcha at the end.
- 04 **The dates are the hardest part of renting.** Packages ask for the rental length twice and accept dates in the past; accessories make the customer type both dates by hand.

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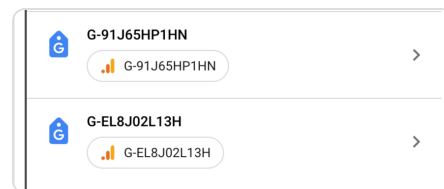
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Raw popup code printed on the checkout page.

Analytics and Conversion Tracking

Whether you can see where customers come from and what they do on your site.

- 01 **Your site sends analytics data to two of everything.** Two Google Analytics accounts, two ad tags, two Meta pixels, so the numbers never match.
- 02 **Google Analytics does not record the steps of a sale.** Not the product view, not the add to cart, not the start of checkout.
- 03 **Your ads run without a scoreboard.** Google Ads and the sponsored map slot are live, and no sale reports back to them.



Two Google Analytics accounts on one page.



Reliably Yours,

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The full write up, with every screenshot

og.atelic.me

