



SEO AUDIT REPORT, ANONYMISED SAMPLE

Sample audit deliverable

An anonymised version of a recent free SEO audit, showing the shape of the deliverable, the depth of findings, and how the prioritised roadmap is structured.

Sample type	Free SEO audit, real client work
Sector	UK trades and home services (HVAC and heating)
Client size	Small mid-tier independent, around 12 staff
Original date	May 2026
Prepared by	Oliver Wakefield-Smith, Digital Signet

Anonymised. Client name, domain, addresses, Companies House number, postcodes, towns served, named team members and direct competitor URLs have been removed or replaced with placeholders. Methodology, finding structure, evidence quality and roadmap prioritisation are exactly as delivered. Specific counts (image alt tags, schema types missing, page audit table) are real.

Executive summary

The hard parts of this client's business are already in place: real industry partnerships and accreditations (manufacturer-approved installer, Gas Safe registration, refrigerant-handling credentials), 14 years of trading history, multiple genuinely strong third-party reviews, and a defined geographic patch covering three core towns and surrounding areas. Most of what is holding the website back are fixable on-page and local-SEO gaps, the kind of thing that can be cleared in days rather than months.

This audit is based on direct fetches of the live site, sitemaps, structured data, third-party directory listings and Companies House. It does not include Google Search Console, Google Analytics or Google Business Profile data, which would refine the Tier 2 and Tier 3 roadmap. Every Tier 1 finding is verifiable from the public web, none of those depend on private-data access.

The headline finding. Nine of the fifteen live pages, including every major service page, are missing both an `<h1>` heading and a `<meta description>`. These are two of the three most basic on-page signals Google uses to understand a page. With them missing, those pages cannot rank effectively for the services they cover, regardless of how good the underlying content is. This is the single biggest lever for a quick lift.

What's working

1. Solid trust stack on the site

Industry-recognised manufacturer partnership badge with downloadable certificate, Gas Safe Register logo, family-run framing, 24/7 emergency cover. These are real and visible and put the firm ahead of single-trade competitors who don't carry multiple manufacturer relationships.

2. Genuine off-site reviews

Two major UK trades directories carry detailed positive reviews, with named technicians, repeat customers and specific kit installations called out. That's the hardest social proof to fabricate, and it's already in place.

3. "All under one roof" positioning

The breadth of services the firm covers is a real differentiator versus the typical single-trade competitor. Few firms in the area offer the same range.

4. Three real location pages already exist

Working location pages for the three core towns served (~1,500-1,900 words of unique content per location). Most local competitors haven't done this. The template is sound, it just needs replicating across

the other services.

Findings, in priority order

Each finding below was verified directly against the live site or a public source. Grouped by the kind of fix they need.

On-page basics

1. Nine pages have no <h1> heading at all.

Affected pages include all major service pages, the about page, the contact page and the project gallery. The H1 is the single most important on-page signal Google uses to understand a page. Without it, Google has nothing to anchor topical relevance to.

2. The same nine pages have no <meta description>.

When a meta description is missing, Google picks a snippet at random for your search-result listing, often grabbing navigation or footer text instead of a sales pitch. Search-result CTR drops accordingly.

3. None of the service-page titles include a location.

Service-page titles read "[Service] - [Brand]" with no town, postcode or area. Those titles compete for nothing local because the actual location keywords never appear in them. A title like "[Service] Installation in [Primary Town], [Secondary Town] & [Third Town] | Manufacturer Approved Installer" would compete properly.

4. 17 of 21 home-page images use alt text that literally reads "Image".

Every image on a service page is a missed keyword opportunity and an accessibility issue. Each of those alt texts should describe the image with service and location keywords.

Local SEO and citations

5. The business is listed under three different towns across major directories.

The firm's own site lists the trading address in **Town A**. One major trades directory has them in **Town A** (consistent). Another has them in **Town B**. A third has them in **Town C**. NAP (Name, Address, Phone) consistency is a documented Google local-pack ranking factor and a trust signal for users. This is fixable directly in each platform's owner portal.

6. No Google Business Profile is visible in search.

A search for the firm's brand name plus town does not surface a Google Maps listing. For a local trades business, GBP is usually the single biggest source of new customers, often more than the website itself. We could not confirm whether one exists, isn't optimised, or is filed under a different name. This is the highest-leverage unknown to close.

Schema and trust signals

7. No LocalBusiness, FAQ, Service or Review schema on any audited page.

The only structured data is the basic Yoast WebPage and Organization markup. For a local trades site with real reviews on directories, this is the single biggest "free" upgrade. Properly marking up reviews with AggregateRating typically wins gold-star ratings in Google search results.

8. Industry registration numbers are missing from the site.

Gas Safe registration number, F-Gas / Refcom number and any renewable-heat scheme certifications aren't visible anywhere on the site. All three are trust signals customers actively look for, and Google reads them as expertise/authority signals for trades. F-Gas is also legally required for refrigerant work, which the site sells.

Content and competitive position

9. Location pages exist only for one service line, not the others.

The three working location pages cover the firm's main heating-related service. The same template applied to the other services (especially the higher-margin ones) would open up "[Service] Installation [Town]" and similar high-intent queries the firm currently doesn't compete for.

10. The blog has been dormant for over three years.

The sitemap shows one placeholder post from initial site setup and nothing since. Local trades content (cost guides, FAQs, seasonal advice) ranks fast because most competitors have nothing.

11. Two domains, one company.

Companies House shows the legal entity has operated under multiple historical trading names. Two related domains are currently live, competing for overlapping keywords, splitting backlink authority and confusing customers. Worth a deliberate decision: consolidate (301 redirect one to the other) or clearly differentiate scope.

Competitive landscape, briefly

Two queries we checked directly:

"[Primary service] [Town A]" is winnable.

Top 10 organic is mostly small specialists plus directory aggregators. Nothing in the top 10 is a polished modern site with strong content depth. With the on-page basics fixed and the location-page template extended, this is a realistic ranking target.

"[Premium service] installation [Town B]" is harder.

Established 40+ year specialists hold senior positions. One direct competitor based in a neighbouring town covers the firm's exact patch with proper service-by-location pages while the firm currently has none for that service. The realistic strategy is to win the secondary towns the competitor doesn't have unique pages for.

Recommended roadmap

Grouped by leverage. Tier 1 is the high-impact, low-effort work that unlocks quick wins. Tier 2 builds on Tier 1 once the basics are clean. Tier 3 is the longer-term content and brand work.

TIER 1, DO FIRST

1. Add an `<h1>` heading to every service page (around 30 minutes per page in WordPress).
2. Add a unique `<meta description>` to every page.
3. Rewrite all `<title>` tags to include location and service intent. Yoast SEO supports this directly.
4. Add LocalBusiness JSON-LD schema site-wide via Yoast organization config: full address, telephone, opening hours, geo coordinates, `areaServed`, `sameAs` links to relevant directories.
5. Audit and claim or optimise Google Business Profile. Likely the biggest single lever.
6. Surface the off-site reviews on the home and service pages with Review and AggregateRating schema. Win the gold-star rich snippet in search results.
7. Fix NAP consistency across the major directories to match the canonical address.
8. Add Gas Safe registration number, F-Gas number, scheme certifications and Companies House LLP number to the site footer.
9. Replace `alt="Image"` placeholders with descriptive alt text on the home page.
10. Delete or noindex the placeholder blog post.
11. Disable WordPress author archives in Yoast settings to remove duplicate-content risk.

TIER 2, BUILD ON

12. Build service-by-location pages for the missing combinations across all three core towns. Use the existing location-page template as the model.
13. Expand into secondary towns competitors don't dominate.
14. Make the dual-domain decision. Either consolidate into one domain (301 the other) or formally separate the scopes and cross-link.
15. Add FAQ sections with FAQPage schema to the home and service pages, targeting People-Also-Ask queries (cost ranges, callout charges, warranty terms, planning permission).
16. Build a renewable-heat landing page. Government grants are a major search driver and scheme registration is required, which doubles as a trust play.
17. Convert the project gallery into proper case studies, each with location, problem, kit installed and a photo. Each becomes an indexable page.

TIER 3, LONGER-TERM

18. Start a small blog. Eight pillar articles in three months, then refresh quarterly. Topics: cost guides, repair-vs-replace decisions, planning permission FAQs, seasonal advice.
19. Build named-engineer pages. Customers already name technicians in directory reviews, give them dedicated pages with credentials and photos.
20. Citation expansion across smaller trade directories and industry-specific registries.
21. Performance and Core Web Vitals work on the page-builder stack, image weight optimisation, conditional loading of plugins.
22. Local backlink strategy: regional press, local business associations, manufacturer dealer-locator, charity sponsorship in-area.

What we couldn't verify (without your access)

For complete certainty, the following would need direct access:

- **Google Search Console.** Actual queries, impressions, CTR, indexed pages, crawl errors. Read-only access is enough.
- **Google Analytics 4.** Traffic by source, page, conversion paths, calls and forms generated.
- **Google Business Profile.** Confirm whether one exists, what state it's in, current review count and velocity.
- **Backlink profile** (Ahrefs or SEMrush). Domain rating, referring domains, anchor text, content gaps versus competitors.
- **Live PageSpeed Insights / Core Web Vitals scores.** Inferred from the page-builder stack but not benchmarked.

None of these change the Tier 1 recommendations above, every Tier 1 item is verifiable from the public web. They would refine the Tier 2 and Tier 3 priorities.

About Digital Signet

Digital Signet is a small UK consultancy that helps companies get more from AI. We build AI products and run AI implementation work for mid-market firms. The free SEO audit is the front door, real, useful, and free either way.

If a real audit on your own site would be useful, you can request one at digitalsignet.com/seo-audit. Same shape as this sample, delivered by email within 1-3 working days.



Oliver Wakefield-Smith

Digital Signet, helping companies get more from AI

oliver@digitalsignet.com | 020 3642 5950 | digitalsignet.com