

Website & SEO review

Checked: page titles and meta descriptions, keyword rankings, search language on key pages, links and page speed.

≈9,200

Estimated monthly visits from unpaid search. A keyword-tool estimate, not measured visitors. Historical data from the July 2025 report.

203

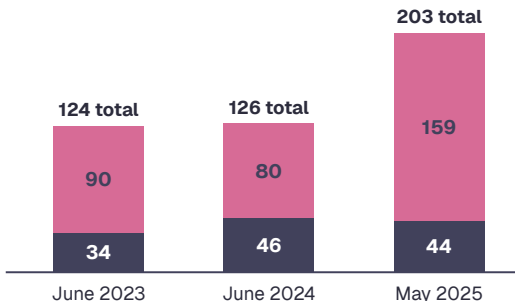
keywords ranking on Google's first page (positions 1–10) in May 2025, up from 124 in June 2023.

5

links returning “not found” errors. Six more pointed to login-protected account pages.

First-page keyword rankings

■ Positions 1–3 ■ Positions 4–10



Why it matters: most of the growth sits in positions 4–10, still on page one but below the top results.

Next step: target specific search terms with new content and track whether their positions improve.

Duplicate titles and descriptions

Most were job listings, but key service and section pages were affected too.



Why it matters: Google uses page titles in search results and recommends a distinct one for every page. Repeated titles and descriptions make results hard to tell apart. They don't trigger a penalty.

Next step: fix the main pages first. Add a distinguishing detail to job-listing titles.

Recommended next steps

- 1 Investigate technical issues.** Review page speed, especially on mobile. Fix or remove the five “not found” links and check whether account pages need linking publicly. Remove a test page left live.
- 2 Fix main-page titles and descriptions.** Two division pages shared a title. Two service pages shared a description and two section pages had none.
- 3 Use the language people search with.** Replace a low-demand phrase on one key service page with its widely searched equivalent. Review 20 potential content topics for new articles.