



Complete **SEO** **Audit**

Cov Plumbing

<https://www.covplumbing.co.uk/>

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Basic Analysis

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Google Search Console (GSC)

Google Search Console is **NOT** attached / Google Search Console helps you monitor, maintain, and troubleshoot your website's presence in Google Search results. It's focused on **site performance in search engines**, with a focus on **SEO** and visibility

Suggestion: You must need to attach Google Search Console with your website to monitor your website Organic Traffic.



Google Analytics (GA)

Google Analytics is **NOT** attached / Google Analytics is a comprehensive tool for analyzing website traffic and user behavior. It focuses on **user interaction**, **engagement**, and **conversion metrics**. It also help you to monitor real time data of your website.

Suggestion: You must need to attach Google Analytics with your website to monitor your website Traffic and user overall behaviour.



Legal Pages / About Us, Contact Us, etc.

Amazing!

Legal pages **Exist** on Website / These legal pages help you to tell google more about your business, like who you are? How can your user contact you, etc.



SSL (Secure Sockets Layer)

SSL is **active** / Website is also loading on https://





Domain Registration Length

Amazing!

Domain Registration Length - **24 Years 2 Month 1 Days**

Domain Age is also a SEO Ranking Factor.

Domain Name	Domain Created on	Age	Domain Updated on	Domain Expiration Date
 covplumbing.co.uk	2000-09-25 00:00:00	24 Years 2 Month 1 Days	2024-09-06 00:00:00	2026-09-25 00:00:00

ON-Page SEO Analysis

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Home Page Meta Title



Meta title is **NOT** SEO Optimized / We need to optimize it with Proper SEO keywords.

Home Page Meta Description

 Description ?

Missing

Meta Description is **Missing** / We need to optimise SEO meta description with Good Keywords selection.

Home Page Headings

Need to Fix!

More than one H1 is used in home page / This is affecting your SEO rankings. (Three H1 are used in homepage)

Suggestion: You have to use only one H1 tag in a Single Page.

<H1> Coventry's Premier Plumbing Supplier Copy

<H2> Since 1981 Coventry Plumbing and Heating Supplies have been providing quality products and exemplary service

<H3> Ask For A Quote

<H1>

<H1> Build a Better Home with Coventry's Bathroom Specialists

<H2> Plumbing and Heating Supplies from two locations

<H3> Outstanding Service

<H2> Visit our stylish Bathroom Showroom in Coventry

<H2> Book An Appointment

<H3> Free CAD Bathroom Design Service with Finance Available

<H3> Wide Range of Tiles and Accessories

Schema

Amazing!

Schema **Exist** / It is used to tell more about your Business to google and with this data Google rank you regardingly.

[Schema](#) [Hreflang](#) [Export Schema](#)

Schema is a form of microdata which helps add context for search engines regarding what a web page is about. You don't *need* to have it, though it has **many use cases**. It's usually fine if this tab is empty.

@type	WebPage
@id	https://www.covplumbing.co.uk/
url	https://www.covplumbing.co.uk/
name	Home - Coventry Plumbing
isPartOf	
@id	https://www.covplumbing.co.uk/#website
about	
@id	https://www.covplumbing.co.uk/#organization
primaryImageOfPage	
@id	https://www.covplumbing.co.uk/#primaryimage
image	
@id	https://www.covplumbing.co.uk/#primaryimage
thumbnailUrl	https://www.covplumbing.co.uk/wp-content/uploads/2024/06/scrnli_6_12_2024_4-32-26-PM.png
datePublished	2024-06-05T13:14:40+00:00
dateModified	2024-10-04T14:31:35+00:00
breadcrumb	
@id	https://www.covplumbing.co.uk/#breadcrumb
inLanguage	en
potentialAction	

Sitemap

Amazing!

Sitemap **Exist!**

https://www.covplumbing.co.uk/sitemap_index.xml

Generated by Yoast SEO, this is an XML Sitemap, meant for consumption by search engines.

XML Sitemap

Generated by **Yoast SEO**, this is an XML Sitemap, meant for consumption by search engines.

You can find more information about XML sitemaps on sitemaps.org.

This XML Sitemap Index file contains 7 sitemaps.

Sitemap	Last Modified
https://www.covplumbing.co.uk/post-sitemap.xml	2024-06-03 15:09 +00:00
https://www.covplumbing.co.uk/page-sitemap.xml	2024-10-08 16:57 +00:00
https://www.covplumbing.co.uk/pgc_simply_gallery-sitemap.xml	2024-06-18 09:53 +00:00
https://www.covplumbing.co.uk/r3d-sitemap.xml	2024-10-01 16:02 +00:00
https://www.covplumbing.co.uk/metform-form-sitemap.xml	2024-06-13 16:12 +00:00
https://www.covplumbing.co.uk/category-sitemap.xml	2024-06-03 15:09 +00:00
https://www.covplumbing.co.uk/author-sitemap.xml	2024-10-05 01:04 +00:00

Pages at Maximum 3 Clicks

"Pages at Maximum 3 Clicks" means that any page on your website should not take more than three clicks to reach from the homepage.

Pages are Maximum 3 Clicks from homepage.

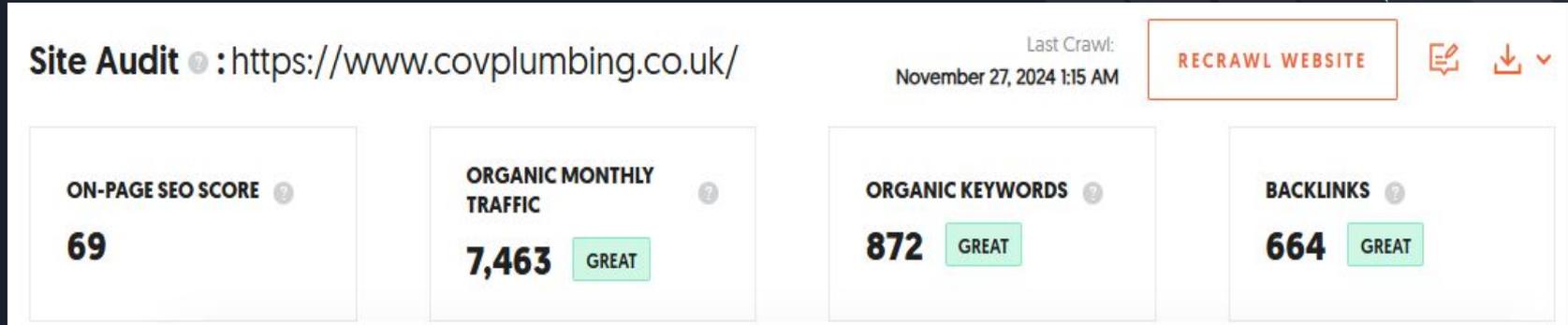
Passed



ON-Page SEO Score

ON Page SEO Score - 69

On Page SEO Score is **GOOD** - But Needs Improvement as well...



SEO Issues Discovered

Low Word Count	16 pages have a low word count
Blocked	2 pages are blocked from appearing in search engines
H1 Heading	6 page without a H1 heading
Broken Links	1 pages with broken links
Meta Description	23 pages with no meta description
4XX Code	1 pages returned 4XX status code
Title Tag	9 pages with a <title> tag that is too short
Formatted URL	6 pages with a poorly formatted URL for SEO

Blog Section

Blog Section is **Missing** / Blog Section is important for any business website.

Suggestion: We need to do informational keyword research for blogs because it will help to make your website authority by providing information about your business.



Alt Images Text

Alt Images text are **MISSING** / Alt text is also a Ranking Factor in SEO.

Suggestion: We need to add keywords in Alt images Text.

```
ot;_animation":&quot;slideInRight&quot;}" data-widget_type="image.default
ttachment-full size-full wp-image-176" alt="" srcset="https://www.covplumbing.

" data-id="1bac3d14" data-element_type="section" data-settings="{&quot;backgro

ht-default elementor-section-height-default" data-id="6d9123c6" data-element_t
settings="{&quot;animation&quot;:&quot;zoomIn&quot;}">
dget" data-settings="{&quot;_animation&quot;:&quot;slideInLeft&quot;}" data-wi
"attachment-large size-large wp-image-1244" alt="" srcset="https://www.covplum

ings="{&quot;animation&quot;:&quot;fadeInDown&quot;}">
ot;_animation&quot;:&quot;slideInRight&quot;}" data-widget_type="heading.defa
```

Action Plans

We Need to optimize Meta title and Meta Description

We Need to work on Headings structure Optimization of Home Page

We Need to Fix SEO issues that are discover through UberSuggest Audit.

We Need to work on a Informational Keyword Research for Blog Section.

We Need to Generate Content on those keywords.

We have to do Proper On Page SEO optimization while publishing blog posts on website.

We need to add keywords in images alt text.

We need to attach GSC and GA to monitor search traffic and user behaviour.

Technical SEO Analysis

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Page Speed (For Mobile)

Page Speed of Website is **NOT** optimised.

This is also affecting website Ranking.

Suggestion: We need to optimise the loading time of website.

First Contentful Paint

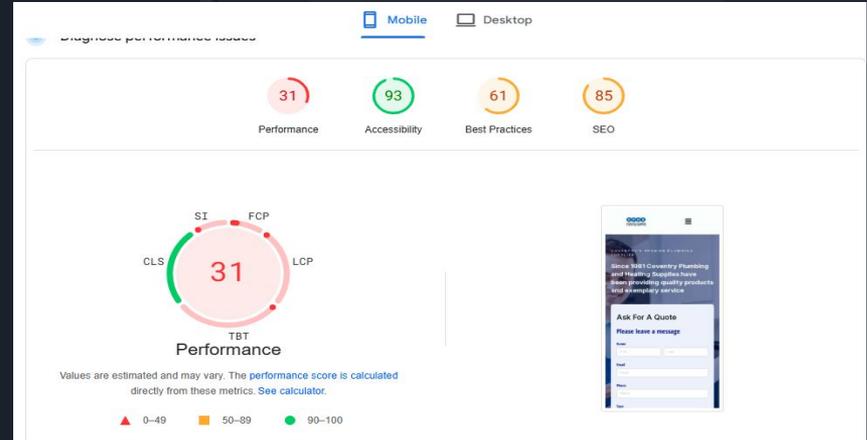
3.5 s

Largest Contentful Paint

7.1 s

Speed Index

8.6 s

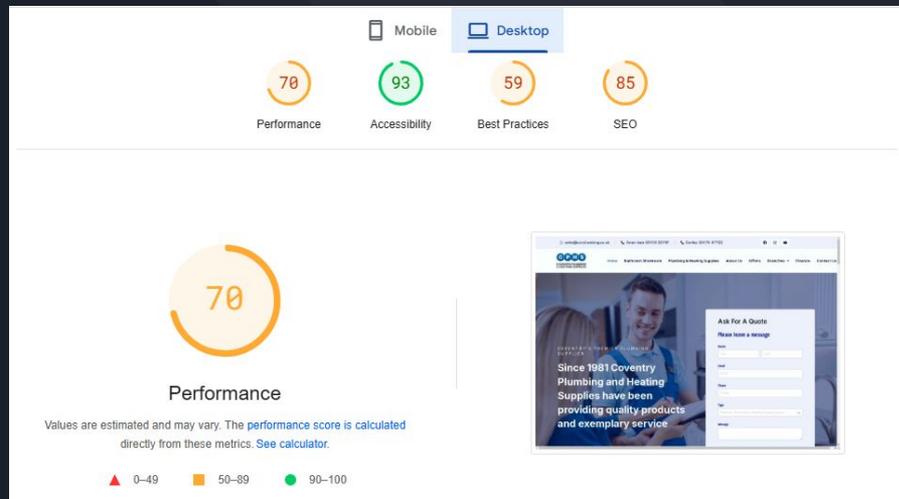


Page Speed (For Desktop)

Page Speed of Website is **GOOD** for Desktop.

This is also affecting website Ranking.

Suggestion: We need to optimise the loading time of website.



First Contentful Paint

1.1 s

Largest Contentful Paint

2.3 s

Speed Index

2.3 s

OFF Page Analysis

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Ahref DR

Backlink Profile of this website is **GOOD** But Need to work on it.

DR - 20

Backlinks - 463

Linking Websites - 36

Backlink profile for <https://www.covplumbing.co.uk/>

Domain including subdomains. One link per domain



Domain Rating ⁱ

20

Backlinks ⁱ

463

6% dofollow

Linking websites ⁱ

36

47% dofollow

MOZ DA

According to MOZ, **Domain Authority (DA)** of website is **20**. We Need to work on it and increase domain authority of website.

Overview

Get the data you need to do better link building research, smarter content ideation, and link prospecting - in less time. [Track in a Campaign](#)

root domain [Analyze](#)

Domain Authority ⁱ	Linking Domains ⁱ	Inbound Links ⁱ	Ranking Keywords ⁱ
20	110 Discovered in the last 60 days 2 Lost in last 60 days 3	664	6

Spam Score (SS)

Amazing!

The Spam Score of website is 4%, which is EXCELLENT.

Spam Score

Reduce your risk by discovering potentially damaging links. Spam Score Updated Quarterly [Track in a Campaign](#)

root domain [Analyze](#)

Spam Score Breakdown	Linking Domains ⁱ	Domain Authority ⁱ	Spam Score ⁱ
Percent of Linking Domains with a Spam Score of:	110	20	4 %
1-30%			80.0%
31-60%			14.7%
61-100%			5.3%

Action Plans

We will work on Foundational Backlinks including Comment, Web 2.0, Image submission.

We'll work on Guest posting to increase domain authority (DA) and domain rating (DR).

We'll also Work on Forum backlinks and niche relevant forum backlinks.

We'll work on high authority Podcast backlink, that will be good for website authority.

We need to work on High authority backlinks.

Thank You for your Time...



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