

SEO check: example plumbing company site

A 64-page small-business site on a typical CMS theme · mobile and desktop · checked in one day

About this sample. The business, its site and every number here are **fictional and illustrative**. They show the format, the depth and how fixes get sized. Your report uses your site's real data, from Google Search Console, PageSpeed Insights/Lighthouse, a site crawler, and Ahrefs or Semrush (you don't need your own subscription).

Summary

4.6 s

Mobile Largest Contentful Paint
(target under 2.5 s)

38 of 64

pages indexed in Google

1

critical blocker: robots.txt
hides /services/

~7–9 h

estimated effort to fix the top 10

In plain English: Google can't see your service pages, your phone layout loads slowly, and Google has nothing clear to show for your business details. All three are fixable in code in about a day of work. None of it needs new content or ads.

What's working

- HTTPS everywhere, a clean URL structure, and mobile-friendly layouts on most pages.
- Real content: service pages run 400–700 words each, which is a good base to build on.

What's holding the site back

1. **Critical:** robots.txt disallows /services/, so 14 of your most valuable pages are excluded from search.
2. **High:** the home page loads 3.8 MB of uncompressed images. Mobile LCP is 4.6 s, and layout shift (CLS) is 0.21.
3. **High:** there's no business structured data, so Google has to guess your name, phone, hours and service area.
4. **Medium:** 23 pages have no meta description, 9 share duplicate titles, and there are 4 broken internal links.

What happens next: on the 30-minute call I walk you through this list. I then send a **fixed quote for the fixes**, sized from the effort column on page 2. You can have me do them, hand the list to your web person, or do some yourself.

Top 10 fixes, ranked by impact

#	Issue	Pages	Impact	Effort	Who	Fix
1	robots.txt blocks /services/	14	Critical	0.25 h	Me	Remove the rule, resubmit the sitemap, request reindexing.
2	Uncompressed hero and gallery images (3.8 MB on the home page)	31	High	1.5 h	Me	Convert to WebP/AVIF, resize, add width/height and lazy-loading.
3	Layout shift from a late-loading banner and fonts (CLS 0.21)	all	High	1 h	Me	Reserve space for the banner; preload and swap the fonts.
4	No business structured data (JSON-LD)	site	High	1 h	Me	Add LocalBusiness with name, phone, hours, service area and reviews.
5	No meta description	23	Medium	1.5 h	Me + You	I draft them and you approve the wording, or I write templates per page type.
6	Duplicate page titles	9	Medium	0.5 h	Me	Unique, keyword-led titles under 60 characters.
7	Broken internal links (404)	4	Medium	0.25 h	Me	Fix the links and add 301 redirects for the removed pages.
8	Redirect chains (http → www → https)	2	Low	0.25 h	Host	Collapse into a single redirect at the host or DNS level.
9	Images with no alt text	41 imgs	Low	0.75 h	Me	Descriptive alt text (it helps accessibility too).
10	Form submissions aren't tracked as conversions in GA4	2 forms	Medium	0.75 h	Me	Set up a GA4 key event for form submits and link Search Console.
Total for the top 10				~7.75 h	Quoted as a fixed range (next page)	

Out of scope for a technical check (flagged, not fixed): backlinks, writing new content, and Google Business Profile reviews. I'll tell you which matter most for your market.

Tools behind this list: Google Search Console (indexing, queries), PageSpeed Insights/Lighthouse (Core Web Vitals), a site crawler (titles, links, redirects), and Ahrefs or Semrush (site audit, keyword visibility). I cross-check each issue by hand before it makes the list.

How the fix quote is sized

Fix work depends on the site, so I don't guess at a price up front. Each issue's effort comes from three things:

Factor	What it means	Example from this report
Issue type	Some fixes are a one-line change. Others mean touching templates or assets.	robots.txt: 15 min · image pipeline: 1.5 h
Pages affected	Template-level fixes cost the same for 10 pages or 1,000. Per-page fixes scale with the page count.	Titles are template-level · meta descriptions are per page (23)
Platform and access	Custom and static sites can be fixed directly in code. On a CMS, it depends on what the theme and plugins allow.	A CMS theme, so 2 items need theme edits

Sample fix quote

Package	Includes	Effort	Quote
Fix the top 10	Items 1–7, 9 and 10, plus coordinating item 8 with your host	7–9 h	Fixed price, agreed before work starts
Critical only	Items 1–4 (indexing, speed, structured data)	3.5–4.5 h	Fixed price
Add tracking	GA4 key events, Search Console linking, a simple monthly report	1–2 h	Add-on

From check to fixes

1. Check Usually same day. I run the tools, verify by hand and rank the issues.	2. Call 30 minutes. We go through the list in plain English.	3. Quote A fixed price for the fixes you choose, sized as above.	4. Fix + verify I fix in code, request reindexing, then re-run the checks to confirm.
---	--	--	---

What I won't promise: rankings. Nobody can honestly guarantee them. I fix the technical problems that hold a site back, and set up tracking so you can measure the results.

Detail: speed and Core Web Vitals (mobile)

Page	LCP	CLS	INP	Main cause
Home	4.6 s	0.21	140 ms	2.1 MB hero image; late banner
Services overview	3.1 s	0.04	120 ms	Gallery images not lazy-loaded
Contact	2.2 s	0.12	260 ms	The map embed shifts the layout; a heavy form script

Detail: metadata and structured data

- 23 pages have no meta description, so Google uses random page text in the results.
- 9 duplicate titles: every service page is titled "Services | Company Name".
- No JSON-LD at all. Recommended: LocalBusiness (or a more specific type), Service, BreadcrumbList, and FAQPage where it applies.
- Open Graph images are missing, so links shared on social media show a blank card.

Detail: indexing

- The sitemap exists but isn't submitted in Search Console, and it lists 6 redirected URLs.
- 38 of 64 pages are indexed. The 14 under /services/ are blocked, and the rest are thin tag pages, which should be noindex.