SEARCH ENGINE OPTIMISATION INSIGHTS

81% of people perform some type of online research before making a large purchase.

Prepared By

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Prepared For

Metro Plumb (North East)

metroplumb.co.uk

BeFindable

FOREWORD

Hi ,

Each day hundreds of potential customers are searching for products and services you offer. Are they finding you or your competition? Your on-page search engine optimisation (SEO) directly impacts how Google, Bing and other popular search engines see and rank your site. Sadly, it is an important factor that is often overlooked by businesses when they launch or redesign their site.

This report has been compiled based on actionable strategies to help your website rank better. Most agencies will make SEO sound like rocket science when speaking to you about it. The good news is we've eliminated the technical jargon and presented you with only the important on-page SEO insights. This way you can stop guessing about why your site is not ranking well and learn how to fix it.

This report contains actionable strategies and insights to help you determine what exactly needs to be addressed on your web page and why. When implemented they will help your website rank better, get more visitors, and ultimately more customers.

If you have any questions or would like to work with us to increase your visibility online and grow your business, just reply to this email or call us at +44 20 3984 8563.

Cheers,
Mark

ON PAGE SEO RESULTS

The URL metroplumb.co.uk/locations/metro-plumb-north-east ranks at position 5 on Google for the keyword "Emergency Plumbers".

ON-PAGE SEO GRADE

Meta Tags, URL & Schema	92%
Image & Content	56%
Mobile Design	100%
Page Performance & Security	75%
Search Engine Visibility	83%
Overall Score	**77%**

WE ANALYZE WHAT MATTERS

Our on-page SEO grader analyses your page by looking at 38 factors that have the biggest impact on your websites rankings.

28 data points passed. Click here to view the results.

9 data points failed. Click here to view the results and recommendations.

Why page speed matters - 40% people abandon a site that takes more than 3 seconds to load.

Your site took **4.2 s** to load on desktop and **3.8 s** to load on mobile.

GTmetrix

Performance Scores

B (80%)

Page Speed Score

Page Details

2s	261ms	0.01
LCP	TBT	CLS

View Details

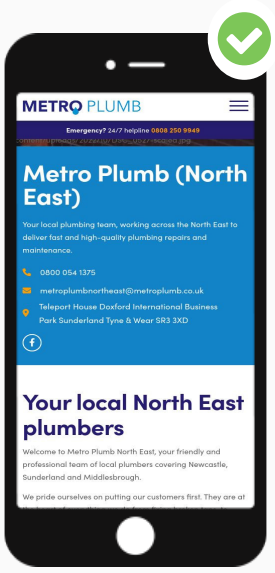
Google page speed

Desktop Score **Mobile Score**

64/100 43/100

View Details

Is your site mobile friendly?



View Details

https://metroplumb.co.uk/locations/metro... is protected by a secure SSL connection.

DOMAIN AUTHORITY & BACKLINKS

Domain Authority	Page Authority	Referring Domains	Backlinks
14	N/A	0	0

LOCAL MAP RESULTS

The local map results for “Emergency Plumbers” in England, United Kingdom are shown below.

1. First Call Home Services Coventry | 24 Hour Emergency Plumbers Near Me | Electricians | Boiler Service | Blocked Drains
   https://firstcallhomeservices.co.uk/plumber-coventry?utm_source=Google&utm_medium=Organic&utm_campaign=GMB-Listing-Coventry

2. Terry Barker
   http://www.rugbyplumbing.co.uk/

TOP 10 SERP COMPETITORS

The sites that rank in the top 10 are listed below. The average site in the top 10 has domain authority of 33, page authority of 11 and 36 backlinks.

	Domain	Domain Authority	Page Authority	Referring Domains	Backlinks
1	https://www.plumbingforce.co.uk/emergencies	26	20	19	65
2	https://www.checkatrade.com/Search/Emergency-Plumbe...	62	0	0	0
3	https://www.able-group.co.uk/plumbing/emergency-plum...	28	10	4	5
4	https://www.checkatrade.com/blog/emergency-plumber-n...	62	0	1	6
5	https://metroplumb.co.uk/emergency-plumbers	14	7	1	1
6	https://www.emergencyplumber.london	13	49	95	257
7	https://www.dyno.com/plumbers/emergency-plumber	38	20	4	10
8	https://www.plumbcare.com/plumbing/emergency-plumbi...	28	0	0	0
9	https://www.pimlicoplumbers.com/services/plumbing/eme...	32	0	4	9
10	https://bdsdrainage.co.uk/services/emergency-plumbers	21	4	1	1

Overview Audit Result

YOUR SCORE 77 / 100

Accessible to Search Engines

High Impact

To rank in search results, search engines have to be able to access your site—or "crawl" it—to find out what information is on it. Describing that information is called "indexing."

Learn More

You can test your robots.txt file to see if it's blocking your site from being crawled using Google's Robot.txt Tester. You can also see what Google sees when it tries to access your website by using the Fetch As Google Tool. When ready you can follow these directions to have Google crawl your site.

WWW Resolve

High Impact

Search engines consider example.com and **www**.example.com to be different. Unless you use a WWW Resolve, you could be penalised for duplicate content.

Keyword Ranking on Page #1

High Impact

When your site shows on the first page of the search engines, it puts your business in front of prospective customers. This leads to increased visibility, traffic and revenue.

Learn More

Google, for example, is the #1 search engine and it processes nearly 3.5 billion searches per day!

View Results

The google search results for “Emergency Plumbers” in England, United Kingdom are shown below.

1. Emergency Local Plumbers and Gas Engineers
   https://www.plumbingforce.co.uk/emergencies/
2. Emergency Plumber Service in Salisbury (25)
   https://www.checkatrade.com/Search/Emergency-Plumber-Service/in/Salisbury
3. Emergency plumbing near me
   https://www.able-group.co.uk/plumbing/emergency-plumbing/
4. How to find an emergency plumber near me
   https://www.checkatrade.com/blog/emergency-plumber-near-me/
5. * **Emergency Plumbers**
   https://metroplumb.co.uk/emergency-plumbers/

6 Emergency Plumber - 24 Hour London Emergency Plumbers
https://www.emergencyplumber.london/

7 Emergency plumber
https://www.dyno.com/plumbers/emergency-plumber

8 Wakefield Emergency Plumbers, Same Day Response
https://www.plumbcare.com/plumbing/emergency-plumbing/emergency-plumbers-in-wakefield

9 Emergency Plumbers London | 24 Hour Call Out Service
https://www.pimlicoplumbers.com/services/plumbing/emergency/

10 Emergency Plumber | Local 24 Hour Plumbers
https://bdsdrainage.co.uk/services/emergency-plumbers

No Multiple Page Title Elements Found

High Impact

Each page of your website should only have one page title element, otherwise the search engines will get confused regarding what the page is about. Sometimes things like templates and WP plugins can create this issue with multiple titles.

Learn More

Get more information about the meta title element here.

View Page Titles

Page contains following title tags:

Metro Plumb (North East) - Metro Plumb

Search Engines Can Index Page

High Impact

It's important for search engines to index the content on your web page so it can be found by people searching for your business, service, product or related content. You can use the noindex tag on a web page to instruct the search engine bots to avoid crawling the page and indexing it in the search engines.

Learn More

Find out more about how these tags work: https://support.google.com/webmasters/answer/93710?hl=en.

View No-index Tag

Redirect Chain

High Impact

A redirect chain is a series of redirects usually from one page to another. It occurs when there is more than one redirect between the initial page URL and the destination page URL. Left unresolved they impact your page performance, user experience and the ability for search engines to crawl your site properly.

Learn More

To learn more about redirect chains and learn what Google says about how they impact your SEO check out this article.

View Redirect Chain

URL		HTTP STATUS
https://metroplumb.co.uk/locations/metro-plumb-north-east/	→	200

Custom 404 Error Page Found

High Impact

Typically, a 404 error results in a poor user experience, which in turn affects your SEO. However, you can create a custom 404 error page to improve the user experience. For example, your custom 404 error page might point users to popular pages on your site or show a live chat link where someone can assist them find what they want quickly.

Learn More

Learn more about creating a custom 404 page here.

View 404 Page Status

Custom 404 page available for website.

Optimal Use of Keywords in H1 Tags

High Impact

H1 tags can help improve your site's search engine ranking. They are also a best practise for accessibility, and help potential visitors determine your page's content.

Recommended Action

Add your primary keyword at least once in your header tags (H1 and H2). Use variations of it in other titles whenever appropriate.

Learn More

The H1 tag helps not only with your onsite SEO but it also effectively engage users and captures their attention since it is larger and most often bolder. To adhere to search engine best practises headlines should contain the relevant keyword target and be treated with the same importance as title tags.

View Headings

Headings	
H1	Metro Plumb (North East)

Subheadings	
H2	Your local North East plumbers
	Get in touch
	Services we offer

	Areas We Cover
	What our customers say
	Latest Plumbing News & Advice from Metro Plumb LOCATION
	Our Accreditations Include
H3	Bath & Shower Repairs
	Commercial Plumbing
	Central Heating Systems
	Leak Detection & Pipework Repair
	Radiator Repair & Replacement
	Toilet Repair & Replacement
	Tap Repair & Replacement
	Waste Trap Replacement
	24/7/365 Availability
	Highly qualified local plumbers
	Fixed local prices, no obligation quotes
	Speak to a plumber at Metro Plumb (North East) 0800 054 1375
	Got an emergency? Call our 24/7/365 helpline! 0808 250 9949
	Call us 24/7 on 0808 250 9949
H5	Why Metro Plumb (North East)?

Mobile Friendly

High Impact

On average, visitors now spend more than half of their time online on a mobile device. That means a mobile-friendly website is now a critical part of your online presence.

Learn More

You can have Google test your website by using their Mobile-Friendly Test Tool

Keyword Used in Page Title

High Impact

Using a keyword in your title helps search engines associate your page with a topic. Higher search engine positions are strongly correlated to keyword use here.

Recommended Action

Your most important words (keywords) need to be first in your title tag, with your least important words being last in the title tag (most to least). Use relevant keywords and don't duplicate or stuff your title with keywords.

View Title

Title - Metro Plumb (North East) - Metro Plumb

HTTPS

High Impact

Security technology called an SSL certificate protects websites from attacks—and gives visitors confidence that your site is authentic and trustworthy.

Learn More

SSL is important because the information you send on the Internet is passed from computer to computer to get to the destination server. If things like credit card numbers, usernames and passwords, and other sensitive information aren't encrypted with SSL, bad actors can more easily steal that data.

View HTTPS Results

We've identified that the site is running on https://metroplumb.co.uk/locations/metro-plumb-north-east/.

GTmetrix Page Speed

High Impact

Every second counts when a visitor is waiting for your home page to load—speed influences a visitor's experience on your site. Page speed is also a factor that affects your position in search engines. Stats clearly show that faster sites lead to better rankings and more sales.

Learn More

You can have GTmetrix test your page speed by using their free page speed scan. Other popular page performance testing tools are Page Speed Insights Tool and Pingdom.

View GTmetrix Results

GTmetrix Grade

Grade	Performance	Structure
B	80%	85%

Web Vitals

Largest Contentful Paint	Total Blocking Time	Cumulative Layout Shift
2.0s	261ms	0.01

Google Page Speed

High Impact

Every second counts when a visitor is waiting for your home page to load—speed influences a visitor's experience on your site. Page speed is also a factor that affects your position in search engines. Stats clearly show that faster sites lead to better rankings and more sales.

Recommended Action

Use website caching services, compressing of your scripts and other speed optimisation techniques to make your site load faster. Check out GT Metrix

Learn More

You can have Google test your page speed by using their Page Speed Insights Tool. Other popular page performance testing tools are GTmetrix and Pingdom.

View Page Speed Results

Nearly half of all visitors will leave a site if the page doesn't load within 3 seconds.

DESKTOP SPEED
64 / 100

MOBILE SPEED
43 / 100

Get detailed page speed recommendations.

Sitemap.xml File

Medium Impact

A sitemap is a file that lists the pages in your site to help search engines find them easily. The sitemap is generated automatically so you don't have to manually update it.

Learn More

Most content management systems like WordPress, Joomla and Drupal have plugins or addons to dynamically create sitemaps. You can also use a free service like XML-Sitemaps to create a sitemap.xml file and submit it to search engines.

Schema Markup

Medium Impact

Schema markup code helps search engines return more informative results about your business to users. Used effectively, it can boost your website rankings.

Learn More

You can learn how to get started with used schema by visiting Schema.org. You can also test your website schema using Google's Structured Data Testing Tool.

View Schema Markup

We have excluded the following schema markup (Webpage, hentry, and Website) because they are basic. Visit Schema.org to identify the appropriate markup to get the best results.

WebPage	1 ITEM(S)

ImageObject	1 ITEM(S)
BreadcrumbList	1 ITEM(S)
WebSite	1 ITEM(S)

Show schema tag results.

Optimal Page Title Length

Medium Impact

Page titles are an important factor in your search engine position. Note that search engines often only show about the first 60 characters of your title in their search results.

Learn More

Optimising it can help boost your search engine rankings.

View Results

Title - Metro Plumb (North East) - Metro Plumb (38)

Open Graph

Medium Impact

Open graph tags when used on your website allow you to control how and what content shows up when a link from your site is shared on Social Media sites like Facebook or Twitter.

Learn More

You can learn more about the Open Graph tags and protocol by visiting http://ogp.me/

View OG Tags

METROPLUMB.CO.UK/LOCATIONS/METRO-PLUMB-NORTH-EAST

Metro Plumb (North East) - Metro Plumb

Metro Plumb North East is your go-to local plumber. Highly qualified, competitive & available 24/7/365. Book online.

Based on the raw tags, we constructed the following Open Graph properties

og:title	Metro Plumb (North East) - Metro Plumb
og:description	Metro Plumb North East is your go-to local plumber. Highly qualified, competitive & available 24/7/365. Book online.
og:url	metroplumb.co.uk/locations/metro-plumb-north-east/
og:image	https://metroplumb.co.uk/wp-content/uploads/2022/10/DSC_0527-scaled.jpg

Local Map Pack Listing

Medium Impact

If you are a local business, you want your businesses to show in the Local 3-Pack at the top of the results page above the organic listings. This leads to increased visibility, traffic and revenue.

Recommended Action

Improve your rankings by hiring a Digital Marketing company that specialises in Search Engine Optimisation. Check out this article to learn more about the Factors That Influence Local Search Ranking

Learn More

The Local 3-Pack appears in the #1 spot 93% of the time when a local search is performed – and 46% of all searches on Google are of this nature. Learn more >>

View Results

The local map results for “Emergency Plumbers” in England, United Kingdom are shown below.

1	First Call Home Services Coventry | 24 Hour Emergency Plumbers Near Me | Electricians | Boiler Service | Blocked Drains https://firstcallhomeservices.co.uk/plumber-coventry?utm_source=Google&utm_medium=Organic&utm_campaign=GMB-Listing-Coventry
2	Terry Barker http://www.rugbyplumbing.co.uk/

No Long URL (< 75 characters)

Medium Impact

Long URLs can create both SEO and usability issues. For example, with regards to SEO, overly long URLs with keywords dilute the value and impact of those keywords. As such, shorter URLs may rank better than longer URLs, and these shorter links get clicked on more too.

Learn More

Learn more about creating SEO-friendly and user-friendly URLs here

View URL Length

Page Url - /locations/metro-plumb-north-east/ (58)

No Meta Refresh Found

Medium Impact

A meta refresh tag is an instruction for the browser to refresh after a certain amount of time, and it's sometimes used to redirect one page to another. However, using meta refresh in this way creates usability problems as well as issues with search engine optimisation.

Learn More

Get more information about how to do redirects properly: https://www.w3.org/QA/Tips/reback.

View Meta Refresh Tag

We did not find meta refresh tag on this page

Your Google Listing

Medium Impact

Having your site show up on search engines is critical for your business. Your listing needs to tell search engines and visitors what your website is about.

View Google Listing Preview

Metro Plumb (North East) - Metro Plumb
https://metroplumb.co.uk/locations/metro-plumb-north-east
Metro Plumb North East is your go-to local plumber. Highly qualified, competitive & available 24/7/365. Book online.

No Time To First Byte (TTFB) Issues

Medium Impact

The response time refers to how long pages take to respond to requests (i.e., how long it takes a page to perform an HTTP GET request). Generally, the faster your pages load, the better. Not only do viewers prefer quick response times, but Google and other search engines rank pages with fast response times more favourably than those with slower times.

Learn More

You can learn more about page response times here.

View Response Time

Response Time (TTFB) - Root document took 220 ms

URL Limited To Three Subfolders

Medium Impact

Long URLs can create both SEO and usability issues. For example, with regards to SEO, overly long URLs with keywords dilute the value and impact of those keywords. As such, shorter URLs may rank better than longer URLs, and these shorter links get clicked on more too.

Learn More

Learn more about creating SEO-friendly and user-friendly URLs here.

View URL Sub Folder

Page Url - https://metroplumb.co.uk/locations/metro-plumb-north-east/
Page Depth - 3

Meta Title & Descriptions

Medium Impact

This search-engine facing text can influence a page's position in search results. On the results page, it also provides context to searchers about your page's topic and focus.

Learn More

When users share your page on social media sharing sites like Facebook and Google+ the site will show your meta titles & descriptions tags.

View Meta Tags

Title	Metro Plumb (North East) - Metro Plumb
Description	Metro Plumb North East is your go-to local plumber. Highly qualified, competitive & available 24/7/365. Book online.

Meta Description Length

Medium Impact

Search engines use this description to describe your page. Its maximum length is usually 160 characters. A good description can convince more searchers to click on your link.

Learn More

Learn more here.

View Results

Description - Metro Plumb North East is your go-to local plumber. Highly qualified, competitive & available 24/7/365. Book online. (116)

Keywords in the Meta Description

Medium Impact

Make sure to use relevant keywords in your meta description for your website pages. This can help increase your page's prominence and visibility when users search for the specific keyword and will likely lead to more website clicks.

Recommended Action

Tips for writing good description tags:

- Keep to a 160 character limit
- Include keywords you want to rank for
- Think about your target audience
- Unique for every page

Learn More

Learn more here.

View Description

Description - Metro Plumb North East is your go-to local plumber. Highly qualified, competitive & available 24/7/365. Book online.

Brand in Meta Title

Medium Impact

Having your brand or company name in your title tag is an easy way to build brand awareness and help searchers find your business by name.

Learn More

If a person is searching for your brand or company, you should have more than a few places where that name or brand is mentioned. That is why we highly recommend adding the company name at the end of the title tag on your home, about and contact us pages.

Alt Attribute

Medium Impact

This piece of website code is used to tell visually impaired people what an image is about. It can also help search engines understand why you're using an image.

Recommended Action

Add ALT attribute in image tag. Correctly describing your images using keywords helps visually impaired people using a text reader app to browse the web as well as tell search engines about your business and products.

Learn More

You can learn more about what alt tags are, why they are important and how to add them on your site here.

No Temporary Redirects Found

Medium Impact

A 302 redirect means that a web page has temporarily moved to a new location. However, when you use a 302 redirect, in many cases you'll lose any SEO benefits (ranking power) associated with the original link.

Learn More

Get more information about how to do redirects properly: https://www.w3.org/QA/Tips/reback.

View Temporary Redirect

No Inline CSS Test

Low Impact

Inline CSS (cascading style sheets) is a style attribute used by a lot of web developers. However, inline CSS harms your search engine optimisation efforts, as search engine bots cannot separate the code of CSS from your actual content.

Recommended Action

Move inline CSS to an external file. This reduces both the code-to-content ratio, as well as the size of the page, which improves page speed. Both of these things impact SEO in a positive way.

Learn More

Learn more about internal CSS, external CSS and inline CSS at https://www.w3schools.com/css/css_howto.asp.

View Inline CSS

style="border-color: #f4f4f4; background-color: #F...

style="color: #212121;"...

style="color: #212121;"...

style="color: #ff9d00; border-color: transparent; ...

style="color: #1863DC; border-color: #1863DC; back...

style="color: #1863DC; border-color: #1863DC; back...

style="color: #FFFFFF; border-color: #FF9D00; back...

style="color: #212121; border-color: #f4f4f4; back...

style="color: #212121;"...

style="color: #212121;"...

style="color: #212121;"...

style="color: #212121;"...

style="color: #212121;"...

style="background-color: rgb(24, 99, 220);"...

style="color: #212121;"...

style="color: #212121;"...

style="background-color: rgb(24, 99, 220);"...

style="color: #212121;"...

style="color: #212121;"...

style="color: #212121;"...

style="color: #212121;"...

style="color: #212121;"...

style="color: #212121;"...

style="background-color: rgb(208, 213, 210);"...

style="color: #212121;"...

style="background: linear-gradient(180deg, rgba(25...

style="color: #1863DC; border-color: #1863DC; back...

style="color: #1863DC; border-color: #1863DC; back...

style="color: #FFFFFF; border-color: #FF9D00; back...

style="padding: 8px 24px; font-size: 12px; font-we...

style="margin-left: 5px; line-height: 0"...

style="width: 78px; height: 13px; margin: 0"...

style="align-items:center;"...

style="position: relative;"...

style="position: relative; height: 20px; width: 26...

style="right: 0px;"...

style="display: flex;"...

style="display: flex;"...

style="display: none; visibility: hidden; opacity:...

style="color: #ffffff; text-align: left; line-heig...

style="font-size: 38pt; line-height: 1em;"...

style="text-align: left;"...

style="color: #ffffff;"...

style="color: #ffffff;"

Mobile Viewport Tag

Low Impact

The viewport is the part of the viewer's window where they can see web content. The size of the viewport varies according to devices. For example, a desktop computer has a larger viewport than a mobile phone. If a website is designed for larger viewports, then it may look bad or even be inaccessible to those using smaller devices.

Learn More

Learn more about this tag and usage here.

View Viewport Tag

```
<meta name="viewport" content="width=device-width, initial-scale=1" >
```

Emails Protected From Spam Bots

Low Impact

Your developer should take precautionary measures to protect email on your website (e.g., youremail@yourdomain.com), so that email harvesters and bots aren't able to read this address and collect it. These precautions can help reduce the number of spam you receive on the email addresses listed on the site.

Recommended Action

Review your website to find out if there are any plaintext emails listed anywhere on the site. Talk to your web developer about ways to obfuscate an email address from spam bots.

Learn More

Ideas for protecting your address: https://websitehelpers.com/spam/

View Emails

Plain readable emails in page:

metroplumbnortheast@metroplumb.co.uk - (2)

Avoids Too Many Links On Page (< 100)

Low Impact

Consider which pages of your site are most important, and then create a plan to link to those pages more than other pages.

Learn More

Get more information on how to do an internal link audit and why it matters here.

View Internal Links

No. of page links - 2

No underscores in URL

Low Impact

Google doesn't recognise underscores as word separators, which makes it more difficult for Google to determine what your link is about. For example, Google views "dog_training" the same as "dogtraining."

Learn More

Get more information at: https://support.google.com/webmasters/answer/76329?hl=en

View Page URL

Page Url - https://metroplumb.co.uk/locations/metro-plumb-north-east/

Keywords in Image Alt Attribute

Low Impact

Using keywords in the alt attribute of an image can boost search rankings slightly—but it can also add value for sight-impaired users.

Recommended Action

Include your keyword and variations of your keyword within the alt tags of images on your website.Correctly describing your images using keywords helps visually impaired people using a text reader app to browse the web as well as tell search engines about your business and products.

Learn More

You can learn more about what alt tags are, why they are important and how to add them on your site here.

Sufficient Page Content

Low Impact

Search engines seek pages that contain relevant and unique content that best serves a searcher's intent. Longer content has been shown to rank higher in Google's search results.

Learn More

Based on SERP data from SEMRush, according to a case study of 1 million search results Backlinko found that longer content tends to rank higher in Google's search results. The average Google first page result contains 1,890 words.

Nofollow Links Found

Low Impact

The nofollow tag on a web link instructs the search engine bots not to follow or crawl a particular link on your web page. This tag is useful whenever you haven't vetted the link, such as if users post links on your site or if you accept advertising.

Learn More

Find out more about when to use this tag here.

View No-follow Tag

The page doesn't have No-follow link

KEYWORD RANKINGS

In our analysis of your website's search engine visibility (SEO), we identified some of the keywords your website is currently ranking on pages 1 & 2 of Google for. You should spend time understanding what keywords and pages drive traffic to your site.
Use this to identify relevant keywords and page optimisation opportunities to help you rank better and get more targeted traffic to your website.

Keyword & URL	Position	Competition	CPC	Search Volume
bath enamel repair /help/how-to-repair-bath-enamel/	1	1.00	£1.34	880
bath tub enamel repair /help/how-to-repair-bath-enamel/	1	1.00	£1.54	720
chipped enamel bath /help/how-to-repair-bath-enamel/	1	1.00	£0.92	70
enamel bath repair /help/how-to-repair-bath-enamel/	1	1.00	£1.54	720
how to repair bathtub enamel /help/how-to-repair-bath-enamel/	1	1.00	£0.62	90
metro plumb https://metroplumb.co.uk/	1	0.17	£0.57	880
metro plumb north east https://metroplumb.co.uk/	1	0.03	£0.96	70
metro plumbing and heating https://metroplumb.co.uk/	1	0.02	£4.06	90
metroplumb https://metroplumb.co.uk/	1	0.17	£0.57	880
pipe burst in ceiling /help/has-a-burst-pipe-caused-a-water-leak-through-the-ceiling/	1	0.22	£0.00	40

Keyword & URL	Position	Competition	CPC	Search Volume
repair chip in enamel bath /help/how-to-repair-bath-enamel/	1	0.99	£1.13	70
what does a stop tap look like /help/how-can-i-locate-my-internal-stop-tap/	1	0.01	£0.00	1000
what does a water stop tap look like /help/how-can-i-locate-my-internal-stop-tap/	1	0.10	£0.00	90
chip in bath enamel /help/how-to-repair-bath-enamel/	2	1.00	£0.92	70
hot water pipe leaking /help/leaking-hot-water-and-heating-systems/	2	0.31	£3.99	70
how to repair bath enamel /help/how-to-repair-bath-enamel/	2	1.00	£0.62	90
local emergency plumbers /emergency-plumbers/	2	0.45	£9.03	260
metro plumbers https://metroplumb.co.uk/	2	0.20	£2.90	260
metro plumbing & heating https://metroplumb.co.uk/	2	0.02	£4.06	90
plumb near me /find-a-local-plumber/	2	0.41	£4.83	135000
plumbing franchise /buy-a-franchise/	2	0.29	£5.01	70
repair bath enamel chip /help/how-to-repair-bath-enamel/	2	0.99	£1.13	70
chip in bath /help/how-to-repair-a-chipped-bathtub/	3	1.00	£0.73	260
emergency plumbers taunton /locations/metro-plumb-taunton/	3	0.58	£7.77	70

Keyword & URL	Position	Competition	CPC	Search Volume
hot water pipe leak /help/leaking-hot-water-and-heating-systems/	3	0.31	£3.99	70
radiators repair /plumbing-services/radiator-repair-replacement/	3	0.40	£1.19	880
unvented cylinder maintenance /help/how-often-should-i-service-my-unvented-cylinder/	3	0.27	£3.69	210
bathroom enamel repair /help/how-to-repair-bath-enamel/	4	1.00	£1.34	880
how do you fix a chip in a bathtub /help/how-to-repair-a-chipped-bathtub/	4	0.86	£0.55	210
how to repair a chipped bathtub /help/how-to-repair-a-chipped-bathtub/	4	0.86	£0.55	210
how to repair chip in bathtub /help/how-to-repair-a-chipped-bathtub/	4	0.86	£0.55	210
internal stopcock /help/how-can-i-locate-my-internal-stop-tap/	4	1.00	£0.26	90
plumbers bexley /locations/metro-plumb-bexley/	4	0.47	£3.70	260
plumbers in kent /locations/metro-plumb-kent-sussex/	4	0.46	£1.60	210
bathtub chip repair /help/how-to-repair-a-chipped-bathtub/	5	0.90	£2.22	590
bathtub chipping repair /help/how-to-repair-a-chipped-bathtub/	5	0.90	£2.22	590
commercial plumber near me https://metroplumb.co.uk/	5	0.34	£2.70	720
how to fix a chipped bathtub /help/how-to-repair-a-chipped-bathtub/	5	0.86	£0.55	210

Keyword & URL	Position	Competition	CPC	Search Volume
how to fix chip in bathtub /help/how-to-repair-a-chipped-bathtub/	5	0.86	£0.55	210
how to repair a bathtub chip /help/how-to-repair-a-chipped-bathtub/	5	0.86	£0.55	210
how to repair a tub /help/how-to-repair-a-chipped-bathtub/	5	0.63	£0.62	90
metro plumb reviews https://metroplumb.co.uk/	5	0.07	£2.81	50
plumbers in north wales /locations/metro-plumb-deeside-north-wales/	5	0.19	£2.10	90
what does a stopcock look like /help/how-can-i-locate-my-internal-stop-tap/	5	0.01	£0.00	1000
where is the stop tap /help/how-can-i-locate-my-internal-stop-tap/	5	0.00	£0.00	40
bath paint repair /help/how-to-repair-bath-enamel/	6	1.00	£1.02	110
bathroom chip repair /help/how-to-repair-a-chipped-bathtub/	6	0.90	£2.22	590
bathtub fix /help/how-to-repair-a-chipped-bathtub/	6	0.76	£2.05	30
ceiling collapse water leak /help/has-a-burst-pipe-caused-a-water-leak-through-the-ceiling/	6	0.02	£20.22	70
home plumbers https://metroplumb.co.uk/	6	0.31	£4.34	70
how do you re enamel a bath /help/how-to-repair-bath-enamel/	6	0.99	£1.45	210
how does a pump work water /help/how-do-water-pressure-pumps-work/	6	0.00	£0.59	210

Keyword & URL	Position	Competition	CPC	Search Volume
how to repair bathtub /help/how-to-repair-a-chipped-bathtub/	6	0.63	£0.62	90
internal stop tap /help/how-can-i-locate-my-internal-stop-tap/	6	1.00	£0.28	390
leaking pipe ceiling /help/has-a-burst-pipe-caused-a-water-leak-through-the-ceiling/	6	0.23	£5.68	90
plumber in sutton coldfield /locations/metro-plumb-sutton-coldfield/	6	0.49	£4.35	390
plumber sutton coldfield /locations/metro-plumb-sutton-coldfield/	6	0.49	£4.35	390
plumbers in west yorkshire /locations/metro-plumb-west-yorkshire/	6	0.15	£0.00	50
plumbers west yorkshire /locations/metro-plumb-west-yorkshire/	6	0.15	£0.00	50
radiator repair /plumbing-services/radiator-repair-replacement/	6	0.40	£1.19	880
radiator repairing /plumbing-services/radiator-repair-replacement/	6	0.40	£1.19	880
stopcock location /help/how-can-i-locate-my-internal-stop-tap/	6	0.02	£0.00	260
what does a stopcock look like uk /help/how-can-i-locate-my-internal-stop-tap/	6	0.00	£0.00	110
where is my stop tap /help/how-can-i-locate-my-internal-stop-tap/	6	0.00	£0.00	140
chipped bathtub repair kit /help/how-to-repair-a-chipped-bathtub/	7	1.00	£0.29	210
how to repair a bathtub /help/how-to-repair-a-chipped-bathtub/	7	0.63	£0.62	90

Keyword & URL	Position	Competition	CPC	Search Volume
how water pump work /help/how-do-water-pressure-pumps-work/	7	0.03	£0.00	70
is a dripping tap dangerous /help/why-you-should-fix-a-dripping-tap/	7	0.01	£0.00	90
leaking pipe in ceiling /help/has-a-burst-pipe-caused-a-water-leak-through-the-ceiling/	7	0.23	£5.68	90
local plumbing services https://metroplumb.co.uk/	7	0.28	£3.18	70
plumber deeside /locations/metro-plumb-deeside-north-wales/	7	0.30	£1.34	90
plumber west yorkshire /locations/metro-plumb-west-yorkshire/	7	0.15	£0.00	50
plumbers lancashire /locations/metro-plumb-lancashire/	7	0.28	£0.24	50
plumbers walton on thames /locations/metro-plumb-walton-on-thames/	7	0.64	£4.60	70
rad repair /plumbing-services/radiator-repair-replacement/	7	0.40	£1.19	880
radiator plumber near me /plumbing-services/radiator-repair-replacement/	7	0.39	£5.43	110
radiator plumbers near me /plumbing-services/radiator-repair-replacement/	7	0.39	£5.43	110
radiator service /plumbing-services/radiator-repair-replacement/	7	0.38	£1.55	170
stop tap in house /help/how-can-i-locate-my-internal-stop-tap/	7	0.43	£0.00	50
stop tap location /help/how-can-i-locate-my-internal-stop-tap/	7	0.00	£0.00	90

Keyword & URL	Position	Competition	CPC	Search Volume
where is the water stop tap /help/how-can-i-locate-my-internal-stop-tap/	7	0.00	£0.00	70
who fixes radiators /plumbing-services/radiator-repair-replacement/	7	0.36	£2.25	70
commercial plumber /plumbing-services/commercial-plumbing/	8	0.30	£2.89	720
emergency plumber isle of wight /locations/metro-plumb-isle-of-wight/	8	0.26	£7.00	90
emergency plumber sutton coldfield /locations/metro-plumb-sutton-coldfield/	8	0.37	£3.97	70
emergency plumbers dumfries /locations/metro-plumb-cumbria-dumfries/	8	0.21	£0.71	70
how to fix bathtub /help/how-to-repair-a-chipped-bathtub/	8	0.63	£0.62	90
how to re enamel a bath /help/how-to-repair-bath-enamel/	8	0.99	£1.45	210
how to water pumps work /help/how-do-water-pressure-pumps-work/	8	0.03	£0.00	70
how water pump works /help/how-do-water-pressure-pumps-work/	8	0.03	£0.00	70
how water pumps work /help/how-do-water-pressure-pumps-work/	8	0.03	£0.00	70
inside stop valve /help/how-can-i-locate-my-internal-stop-tap/	8	0.63	£0.05	110
internal stop valve /help/how-can-i-locate-my-internal-stop-tap/	8	0.91	£0.46	90
leaking pipes in ceiling /help/has-a-burst-pipe-caused-a-water-leak-through-the-ceiling/	8	0.23	£5.68	90

Keyword & URL	Position	Competition	CPC	Search Volume
plumb plumbers https://metroplumb.co.uk/	8	0.42	£4.07	50
plumber for shower repair /home-services/bath-shower-repairs/	8	0.51	£9.08	50
plumber in birmingham /locations/metro-plumb-birmingham/	8	0.75	£5.53	140
plumbers in walton on thames /locations/metro-plumb-walton-on-thames/	8	0.45	£4.15	90
plumbing and central heating /plumbing-services/central-heating-systems/	8	0.37	£1.63	260
water leak repairs near me /plumbing-services/leak-detection-repair/	8	0.39	£4.68	70

Next Steps to Better Results

Implement the following recommendations to help your business rank better and most importantly convert more visitors into customers!

URL: metroplumb.co.uk/locations/metro-plumb-north-east
Keyword: Emergency Plumbers

Optimal Use of Keywords in H1 Tags

High Impact

Add your primary keyword at least once in your header tags (H1 and H2). Use variations of it in other titles whenever appropriate.

Keyword Used in Page Title

High Impact

Your most important words (keywords) need to be first in your title tag, with your least important words being last in the title tag (most to least). Use relevant keywords and don't duplicate or stuff your title with keywords.

Google Page Speed

High Impact

Use website caching services, compressing of your scripts and other speed optimisation techniques to make your site load faster. Check out GT Metrix

Local Map Pack Listing

Medium Impact

Improve your rankings by hiring a Digital Marketing company that specialises in Search Engine Optimisation. Check out this article to learn more about the Factors That Influence Local Search Ranking

Keywords in the Meta Description

Medium Impact

Tips for writing good description tags:

- Keep to a 160 character limit
- Include keywords you want to rank for
- Think about your target audience
- Unique for every page

Alt Attribute

Medium Impact

Add ALT attribute in image tag. Correctly describing your images using keywords helps visually impaired people using a text reader app to browse the web as well as tell search engines about your business and products.

No Inline CSS Test

Low Impact

Move inline CSS to an external file. This reduces both the code-to-content ratio, as well as the size of the page, which improves page speed. Both of these things impact SEO in a positive way.

Emails Protected From Spam Bots

Low Impact

Review your website to find out if there are any plaintext emails listed anywhere on the site. Talk to your web developer about ways to obfuscate an email address from spam bots.

Keywords in Image Alt Attribute

Low Impact

Include your keyword and variations of your keyword within the alt tags of images on your website.Correctly describing your images using keywords helps visually impaired people using a text reader app to browse the web as well as tell search engines about your business and products.

REVENUE PROJECTIONS YOU CAN BANK ON.

How Much Revenue Can You Generate With Our Services?

Average Monthly Traffic	10,000
Average Monthly Leads	125
Qualified Leads	80%
Closing Rate	50%
Customer Lifetime Value	£1,000

1.25%	Your Conversion Rate
100	Average Qualified Leads/Month
50	Average New Customer/Month
£50,000	Revenue per Month

MONTHLY IMPACT ON YOUR REVENUE

+ £40,000	+ £15,000	+ £67,000
With 1% Increase in Conversion Rate	With 30% Increase in Website Traffic	With 1% Increase in Conversion Rate & 30% In Website Traffic

ANNUAL IMPACT ON YOUR REVENUE

+ £480,000	+ £180,000	+ £804,000
With 1% Increase in Conversion Rate	With 30% Increase in Website Traffic	With 1% Increase in Conversion Rate & 30% In Website Traffic

INCREASE YOUR VISIBILITY & REVENUE

We'll share with you the exact philosophy and formula we've used to get our clients better rankings, more traffic, and customers. We're a result focused digital marketing agency. Start getting better results and growing your business, for a fraction of what you'd normally pay.

Schedule Your Consultation Today

Or call us now at +44 20 3984 8563

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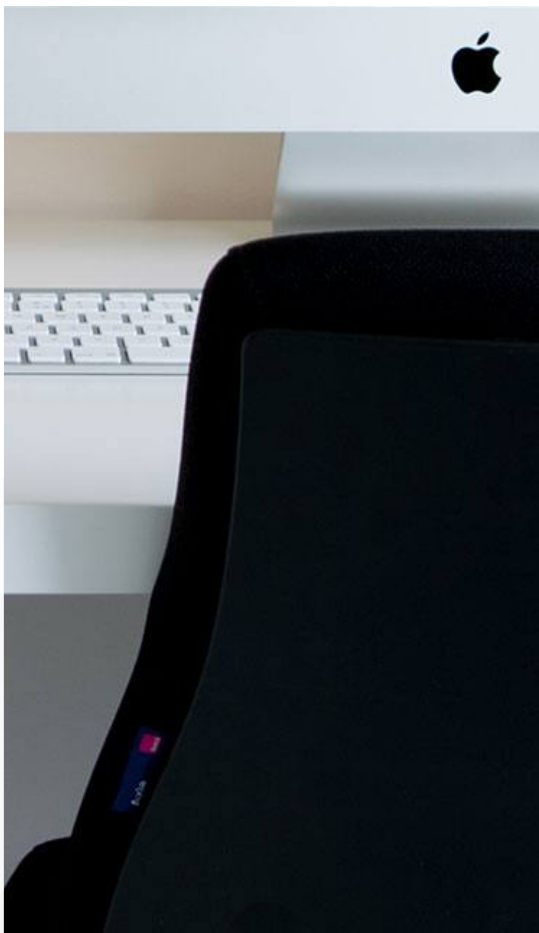
SEO Director

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