



Monthly General Report

<https://safehouseservices.co.uk/>

May 6, 2021 to June 6, 2021

Month 2 SEO Overview

Updates

Overview

Added 1000 word content to home page:
<https://safehouseservices.co.uk/>

Carried out on-page and keyword optimisation to the above page.

Added 2500 words to the EICR Reports page.

Carried out keyword research for EICR and optimised page for keywords.

Changed the URL from EIRC-reports to:
<https://safehouseservices.co.uk/electrical-installation-condition-reports/>

Citation and link building submission complete see report:
<https://drive.google.com/file/d/1DNgP4AwqxP4AGcQJCefdCCXMWvVhouuQ/view?usp=sharing>

Carried out technical SEO to make sure no broken internal links.

Link building

6 In-Content Links. . 3 Top Level Blogs

Guaranteed Delivery Due Date*: Jun 21st, 2021
Package Type:

URLs/Anchor Texts:
<https://safehouseservices.co.uk/>
property maintenance london, maintenance services london

<https://safehouseservices.co.uk/electrical-installation-condition-reports/>
EICR Report, electrical installation condition report

<https://safehouseservices.co.uk/letting-agents/>
property maintenance services for letting agents, electrical services for letting agents London

40 High Domain Authority + 20 EDU/GOV Safe SEO High DA Backlinks
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Keywords	Position Last Month	Position Now
Maintenance services london	28.7	10.3
Property maintenance London	63	22
Property maintenance services london	32.9	14.9
London property maintenance	60.4	35
Maintenance company London	56.3	35
Building maintenance london	77.4	36.3
Property maintenance company London	48	14
House maintenance services	73	30
Landlord maintenance services	73	30
Plumbing services for landlords	39	13.5
Plumbing services for letting agents London	35	13
Plumbing services for property managers london	39	3
EIRC Reports	74	26
EICR Certificate	80	36

Website Updates

Date	Update Description
May 6, 2021	Started working on the technical SEO -- general website optimization, page speed, leverage browser caching, fixed website image issues, mixed content
May 11, 2021	Setup schema
May 12, 2021	Fix image title issues
June 3, 2021	EICR page: replaced old content with a new one. Homepage: added content blocks & updated content
June 4, 2021	Homepage: services box edits Homepage: content blocks under services blocks
June 5, 2021	Homepage: content block edits and added additional content Sitewide edits: Changed all image alt text to nearest heading for SEO optimization

Technical SEO Maintenance

Last Updated: June 5, 2021



Technical SEO		
1. Website Backup	✓	Duplicator PRO: https://safehouseservices.co.uk/wp-content/backup-s-dup-pro/recover/20210602_safehouseservices_e6d2ffb9aa71caef9450_20210602085439_installer-backup.php?archive=..&dup_folder=dup-installer-328b6a7-02085439
2. Check SSL	✓	
3. Mobile page speed score (check if green) https://developers.google.com/speed/pagespeed/insights/	✗	Original: 33-46 Optimized: 56-63 http://i.prntscr.com/Z3lxZDCRR4e5vu4MD4Sfog.png
4. Desktop page speed score (check if green) https://developers.google.com/speed/pagespeed/insights/	✗	Original: 73-79 Optimized: 85-90 http://i.prntscr.com/vlwvOC6_TkGj20NPCoR0CQ.png
5. Update plugins, wordpress & themes (if applicable)	✓	All Updated
6. Check for broken images https://www.internetmarketingninjas.com/broken-links-tool/	✓	http://i.prntscr.com/bbxznCHPQAiN_qI2zUFbcw.png
7. Check for broken links https://www.internetmarketingninjas.com/broken-links-tool/	✓	http://i.prntscr.com/d-v1-UbdQuSYlad8i0-1VQ.png

Additional Notes

Limitation on site speed due to theme used.