



Monthly General Report

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

June 7, 2021 to July 6, 2021

SEO Overview

Updates

Technical SEO:

Initiated the backup plugin to backup all files, folders and assets inside the root folder.

The default backup only backs up the database.

Modified the home page meta title & meta description to reflect the correct target keyword location this was also applied to the general site title.

We also modified the main revolution slider to also include the main keyword Colchester.

Ranked Keywords

Starred Keywords				
Keyword	Monthly Searches	Impressions	Clicks	Avg. Position
plumbers braintree	110	157	0	47.5
boiler replacement colchester	10	119	1	3.7
boiler replacement near me	10	149	0	21.4
gas engineers near me	10	129	0	56.9
boiler servicing colchester	110	115	0	10.4
central heating repairs colchester	30	6	0	13.3
clacton plumbers	10	4	0	26.2
gas boiler colchester	10	43	0	10.2
gas boiler installation	10	1	0	23
gas engineer colchester	50	52	0	14.9
gas engineer near me	10	263	1	63
heating engineer near me	20	3	0	5.3
plumbing and heating engineer near me	10	1	0	2

New Keywords				
Keyword	Impressions	Clicks	CTR, %	Avg. Position
commercial lpg gas engineer near me	1	1	100	1
sudbury heating	3	1	33.33	29.667
am services	1	0	0	3

bathroom installation and fitting in ipswich	3	0	0	33.333
bathroom installations near me	1	0	0	11
bathroom refurbishment near me	1	0	0	13
bathroom studio clacton on sea	3	0	0	30.333
bathrooms near me	1	0	0	11
boiler check near me	5	0	0	11
boiler fitting near me	22	0	0	46.045
boiler installation companies near me	3	0	0	21.333
boiler installation service	1	0	0	2
boiler installers in my area	1	0	0	2
boiler services	1	0	0	27
boiler servicing and repairs	1	0	0	2
caravan gas safety check near me	1	0	0	1
central heating boiler installers near me	40	0	0	40.45
central heating repair	1	0	0	22
checkatrade boiler installers	1	0	0	40
clacton bathroom studio	1	0	0	26
earls heating	2	0	0	42.5
frinton to braintree	1	0	0	20
gas appliance fitting braintree	10	0	0	27.3
gas boiler repair	3	0	0	8.333
gas boilers	1	0	0	3
gas company near me	1	0	0	3

gas engineer jokes	2	0	0	24
gas heating engineer near me	5	0	0	47.4
gas provider in my area	1	0	0	11
gas safe contact number	1	0	0	4
gas safe engineer near me	3	0	0	10
gas safe plumbers near me	6	0	0	24.333
gas service	1	0	0	10
gas services uk	1	0	0	49
halstead heating	1	0	0	38
halstead plumbing	2	0	0	42
harwich for the continent frinton for the incontinent	1	0	0	13
heating engineers	2	0	0	10
how far am i from sudbury	1	0	0	6
ipswich installations	1	0	0	21
local boiler service	2	0	0	14
local boiler service near me	1	0	0	12
local gas plumbers near me	1	0	0	7
m and m gas services	1	0	0	44
marine gas engineer near me	2	0	0	2
mobile gas service near me	1	0	0	37
mobile gas services	1	0	0	22
mobile plumbers	1	0	0	22
new bathroom ipswich	4	0	0	36.25

plumbers clacton on sea	2	0	0	14
plumbing and heating engineer near me	1	0	0	2
replacement boiler	1	0	0	3
sudbury storms	1	0	0	34
the food company marks tey	2	0	0	47.5

Top 20 Moved Keywords

Keyword	Search Engine	Position
plumbers braintree	Yahoo.com(UK)	28 ↑7

Top 5 Keywords by Rankings

Keyword	Monthly Searches	Google.co.uk	Yahoo.com(UK)
boiler replacement colchester	20	4 ↑	8 ↑
boiler servicing colchester	210	10 ↑	8 ↑
central heating repairs colchester	40	10 ↑	7 ↑
gas boiler colchester	10	10 ↑	-
Gas engineer colchester	90	18 ↑	10 ↑

All Keywords

Keyword	Monthly Searches	Impressions	Clicks	Avg. Position
plumbing services	10	118	0	52.3
plumbing repair	10	0	0	-
plumbing and heating	40	1	0	99
gas plumber	10	1	0	12

plumbers	170	40	0	79.2
plumbing installation	10	0	0	-
gas boiler repair	10	2	0	7
boiler repair	10	117	0	40.1
plumber Colchester	590	255	0	79.6
plumber ipswich	260	3	0	113.7
gas boiler installer	10	0	0	-
heating and plumbing services	10	0	0	-
gas and plumbing services	10	0	0	-
gas installers	10	0	0	-
central heating repair	10	0	0	-
gas repairs	10	0	0	-
boiler repair service	10	0	0	-
gas boiler services	10	0	0	-
plumbing and gas services	-	0	0	76.9
plumbing and heating installers	-	0	0	-
boiler installation	10	140	0	29.2
boiler replacement	10	75	0	35.2
central heating boiler replacement	-	0	0	-
central heating installation	10	4	0	101
gas boiler replacement	10	0	0	-
gas boilers replacement	10	0	0	-
heating and gas services	10	2	0	67

lpg gas boiler servicing colchester	-	41	0	20.8
plumbers services	10	0	0	-
plumbing	170	0	0	-
plumbing engineers	10	0	0	-
replacing gas boiler	10	0	0	-
service my boiler near me	10	0	0	-
plumbers in colchester	590	124	0	60.4
Gas engineer colchester	50	52	0	14.9
plumbers colchester	590	126	0	78.3

Website Updates

Date	Update Description
June 26, 2021	Changed the meta title of the home page to Plumber Plumbers Colchester, Clacton on Sea, Frinton Boiler Servicing
June 29, 2021	<p>Home Page: change h1 and bottom banner revolution slider text</p> <p>Home Page: change site title to Plumbers and gas engineers in Colchester</p> <p>Homepage: change meta description to Plumbers and Gas Engineers working throughout Colchester, Clacton, Harwich, Frinton and surrounding areas.</p> <p>General Site: Plumbers and gas engineers in Colchester</p>
July 8, 2021	Added Layouts for the new content on the home page

Technical SEO Checklist



Technical SEO		
1. Website Backup	✓	https://prnt.sc/18r7i1g
2. Check SSL	✓	
3. Mobile page speed score (check if green) https://developers.google.com/speed/pagespeed/insights/	✗	51 - https://prnt.sc/18r8gqr
4. Desktop page speed score (check if green) https://developers.google.com/speed/pagespeed/insights/	✗	88 - https://prnt.sc/18r8eyc
5. Update plugins, wordpress & themes (if applicable)	✓	
6. Check for broken images https://www.internetmarketingninjas.com/broken-links-tool/	✓	
7. Check for broken links https://www.internetmarketingninjas.com/broken-links-tool/	✓	

Additional Notes

Mobile and Desktop page speed insights score - theme limitations