



Monthly General Report

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

October 7, 2021

SEO Overview

Updates

Worked on a new site plan.

Carried out new keyword research for keywords and pages on old site to see what was worth keeping and what was not.

Carried out new keyword research to find new and good keywords for each new page.

Planned and built new site structure and keyword list.

Follow the link to see site plan and keyword research and plan

https://docs.google.com/spreadsheets/d/1dzz7vwYwbfM0YxWEfdKc9yA9ocUS6P1ixvFbiMRWo_/edit?usp=sharing

Use tabs at the bottom of doc to see old site keyword research and new site structure and keyword plan.

Maintenance

| Date | Update Description |
|-----------------|---|
| October 4, 2021 | Technical SEO Updates <ul style="list-style-type: none"> - Site Backup - Link Checking - Image Checking - Site Health (Page speed, SSL, plugin & WordPress updates) |

Technical SEO Checklist



| Technical SEO | | |
|--|---|---|
| 1. Website Backup | ✓ | UpDraft Plus Backup |
| 2. Check SSL | ✓ | |
| 3. Mobile page speed score (check if green) https://developers.google.com/speed/pagespeed/insights/ | ✗ | 54 - https://prnt.sc/1v5o4st |
| 4. Desktop page speed score (check if green) https://developers.google.com/speed/pagespeed/insights/ | ✗ | 73 - https://prnt.sc/1v5o5o0 |
| 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

We have started building the news site and working on the content for the site.

Ranked Keywords

| Top 20 Moved Keywords | | |
|-------------------------------------|------------------------------------|----------|
| Keyword | Search Engine | Position |
| lpg gas boiler servicing colchester | Yahoo.com (UK) | 12 ↑ 26 |
| plumbing and gas services | Google.co.uk - Great Brickhill, UK | 19 ↑ 16 |
| gas engineer colchester | Google.co.uk - Great Brickhill, UK | 8 ↑ 14 |
| Gas engineer colchester | Google.co.uk - Great Brickhill, UK | 8 ↑ 13 |
| Gas engineer colchester | Yahoo.com (UK) | 8 ↑ 10 |
| gas engineer colchester | Yahoo.com (UK) | 10 ↑ 10 |
| boiler replacement colchester | Yahoo.com (UK) | 2 ↑ 6 |
| gas boiler colchester | Google.co.uk - Great Brickhill, UK | 9 ↑ 2 |
| boiler servicing colchester | Yahoo.com (UK) | 9 ↑ 1 |
| central heating repairs colchester | Google.co.uk - Great Brickhill, UK | 16 ↑ 1 |
| lpg gas boiler servicing colchester | Google.co.uk - Great Brickhill, UK | 24 ↑ 1 |

| Top 5 Keywords by Rankings | | | |
|-------------------------------|------------------|--------------|---------------|
| Keyword | Monthly Searches | Google.co.uk | Yahoo.com(UK) |
| boiler replacement colchester | 30 | 3 | 2 ↑ 6 |
| Gas engineer colchester | 110 | 8 ↑ 13 | 8 ↑ 10 |

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|-----------------------------|-----|--------|---------|
| gas engineer colchester | 110 | 8 ↑ 14 | 10 ↑ 10 |
| gas boiler colchester | 20 | 9 ↑ 2 | - |
| boiler servicing colchester | 210 | 10 | 9 ↑ 1 |

| New Keywords | | | | |
|--|--------|-------------|------|---------------|
| Keyword | Clicks | Impressions | CTR% | Avg. Position |
| am services | 0 | 2 | 0 | 3 |
| bathroom fitters near me checktrade | 0 | 1 | 0 | 42 |
| bathroom studio clacton | 0 | 1 | 0 | 27 |
| bathroom.fitters near me | 0 | 1 | 0 | 14 |
| boiler experts near me | 0 | 1 | 0 | 8 |
| boiler installations near me | 0 | 15 | 0 | 12.267 |
| boiler removal near me | 0 | 1 | 0 | 9 |
| boiler service engineer | 0 | 1 | 0 | 2 |
| central heating power flushing colchester | 0 | 3 | 0 | 34.667 |
| checktrade bathroom fitters near me | 0 | 1 | 0 | 11 |
| checktrade boiler installers | 0 | 1 | 0 | 30 |
| checktrade boiler repair | 0 | 3 | 0 | 34.667 |
| checktrade boiler replacement | 0 | 2 | 0 | 44 |
| checktrade boiler service near me | 0 | 2 | 0 | 41.5 |

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|--|---|---|---|-------|
| cinque plumbing | 0 | 2 | 0 | 33.5 |
| city plumbing combi boilers | 0 | 1 | 0 | 46 |
| clacton bathroom studio | 0 | 3 | 0 | 34 |
| combi boiler fitters near me | 0 | 1 | 0 | 11 |
| commercial gas appliance repair near me | 0 | 1 | 0 | 1 |
| commercial water feature installation colchester | 0 | 4 | 0 | 28.5 |
| corgi registered gas engineer near me | 0 | 1 | 0 | 34 |
| corgi registered plumbers | 0 | 1 | 0 | 5 |
| emergency gas number | 0 | 1 | 0 | 1 |
| emergency lighting servicing colchester | 0 | 4 | 0 | 32.25 |
| frinton on sea reviews | 0 | 1 | 0 | 50 |
| gas appliance services | 0 | 1 | 0 | 2 |
| gas boiler repair | 0 | 4 | 0 | 14 |
| gas boiler repairs near me | 0 | 1 | 0 | 13 |
| gas boiler service engineer near me | 0 | 2 | 0 | 2 |
| gas boiler servicing | 0 | 1 | 0 | 1 |
| gas boiler valve | 0 | 1 | 0 | 4 |
| gas boilers replacement | 0 | 1 | 0 | 1 |
| gas central heating engineer near me | 0 | 1 | 0 | 11 |
| gas central heating installers near me | 0 | 1 | 0 | 12 |

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|--|---|---|---|--------|
| gas company near me | 0 | 2 | 0 | 4.5 |
| gas cooker fitter near me | 0 | 1 | 0 | 2 |
| gas fire engineers near me | 0 | 1 | 0 | 2 |
| gas repairs in my area | 0 | 1 | 0 | 11 |
| gas safe boiler service near me | 0 | 1 | 0 | 2 |
| gas safe engineers near me | 0 | 1 | 0 | 11 |
| gas safety certificates braintree | 0 | 5 | 0 | 37.6 |
| gas safety certificates colchester | 0 | 3 | 0 | 42.333 |
| gas service | 0 | 1 | 0 | 5 |
| gas services company | 0 | 1 | 0 | 38 |
| heating and gas services | 0 | 2 | 0 | 36 |
| heating and plumbing engineers near me | 0 | 1 | 0 | 10 |
| heating check up | 0 | 1 | 0 | 1 |
| local gas engineer | 0 | 1 | 0 | 2 |
| oil boiler service near me | 0 | 1 | 0 | 2 |
| oil tank installation near me | 0 | 1 | 0 | 2 |
| oil tank installations braintree | 0 | 1 | 0 | 28 |
| oil tank installations colchester | 0 | 3 | 0 | 27.333 |
| out of hours boiler repair | 0 | 1 | 0 | 4 |
| pa2 postcode | 0 | 1 | 0 | 48 |

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|---------------------------------------|---|----|---|------|
| plumber bathroom fitter near me | 0 | 12 | 0 | 45.5 |
| plumber check a trade | 0 | 1 | 0 | 39 |
| plumbers brightlingsea | 0 | 1 | 0 | 12 |
| plumbers emergency near me | 0 | 1 | 0 | 12 |
| plumbers on long island | 0 | 1 | 0 | 45 |
| plumbing and heating engineer | 0 | 1 | 0 | 2 |
| service gas boiler | 0 | 1 | 0 | 2 |
| shower installer near me | 0 | 1 | 0 | 14 |
| trustatrader plumbers | 0 | 1 | 0 | 37 |
| trustatrader.com plumbers | 0 | 1 | 0 | 46 |
| underfloor heating installers near me | 0 | 1 | 0 | 2 |
| water damage repairs halstead | 0 | 1 | 0 | 47 |
| water supply pipe upgrade braintree | 0 | 6 | 0 | 42 |

| Starred Keywords | | | | |
|-------------------------------|------------------|-------------|--------|---------------|
| Keyword | Monthly Searches | Impressions | Clicks | Avg. Position |
| plumbers braintree | 90 | 183 | 0 | 51.92349727 |
| boiler replacement colchester | 20 | 123 | 0 | 4.74796748 |
| boiler replacement near me | 10 | 21 | 0 | 8.571428571 |
| gas engineers near me | 20 | 15 | 1 | 45.2 |

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|---------------------------------------|-----|-----|---|-------------|
| boiler servicing colchester | 110 | 129 | 0 | 13.9379845 |
| central heating repairs colchester | 30 | 0 | 0 | 0 |
| clacton plumbers | 20 | 1 | 0 | 33 |
| gas boiler colchester | 20 | 38 | 1 | 14.73684211 |
| gas boiler installation | 10 | 0 | 0 | 0 |
| gas engineer colchester | 50 | 36 | 0 | 18.58333333 |
| gas engineer near me | 20 | 16 | 1 | 17.125 |
| heating engineer near me | 20 | 6 | 0 | 2 |
| plumbing and heating engineer near me | 10 | 0 | 0 | 0 |

| All Keywords | | | | |
|-----------------------|------------------|-------------|--------|---------------|
| Keyword | Monthly Searches | Impressions | Clicks | Avg. Position |
| plumbing services | 10 | 55 | 0 | 76.07272727 |
| plumbing repair | 10 | 0 | 0 | 0 |
| plumbing and heating | 40 | 0 | 0 | 0 |
| gas plumber | 10 | 0 | 0 | 0 |
| plumbers | 170 | 7 | 0 | 89.71428571 |
| plumbing installation | 10 | 0 | 0 | 0 |
| gas boiler repair | 10 | 4 | 0 | 14 |
| boiler repair | 10 | 103 | 0 | 35.48543689 |

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|-------------------------------------|-----|-----|---|-------------|
| plumber Colchester | 720 | 167 | 0 | 52.83832335 |
| plumber ipswich | 140 | 3 | 0 | 96.33333333 |
| gas boiler installer | 10 | 0 | 0 | 0 |
| heating and plumbing services | 10 | 0 | 0 | 0 |
| gas and plumbing services | 10 | 0 | 0 | 0 |
| gas installers | 10 | 0 | 0 | 0 |
| central heating repair | 10 | 5 | 0 | 194.8 |
| gas repairs | 10 | 0 | 0 | 0 |
| boiler repair service | 10 | 0 | 0 | 0 |
| gas boiler services | 10 | 0 | 0 | 0 |
| plumbing and gas services | n/a | 4 | 0 | 95.25 |
| plumbing and heating installers | n/a | 0 | 0 | 0 |
| boiler installation | 10 | 113 | 0 | 31.46902655 |
| boiler replacement | 10 | 51 | 0 | 8.764705882 |
| central heating boiler replacement | n/a | 0 | 0 | 0 |
| central heating installation | 10 | 5 | 0 | 97.6 |
| gas boiler replacement | 10 | 0 | 0 | 0 |
| gas boilers replacement | 10 | 1 | 0 | 1 |
| heating and gas services | n/a | 2 | 0 | 36 |
| lpg gas boiler servicing colchester | n/a | 30 | 0 | 26.36666667 |

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|---------------------------|-----|-----|---|-------------|
| plumbers services | 10 | 0 | 0 | 0 |
| plumbing | 170 | 0 | 0 | 0 |
| plumbing engineers | 10 | 0 | 0 | 0 |
| replacing gas boiler | 10 | 0 | 0 | 0 |
| service my boiler near me | 10 | 0 | 0 | 0 |
| plumbers in colchester | 720 | 77 | 0 | 66.66233766 |
| Gas engineer colchester | 50 | 36 | 0 | 18.58333333 |
| plumbers colchester | 720 | 107 | 0 | 63.20560748 |