Techspire SEO

Website health check

Yourfirm Plumbing, Bristol

yourfirm.example

Sample, made-up firm

Yourfirm Plumbing doesn't exist. This is the report the free check sends, filled in for a made-up plumber so you can read one before you ask for yours. Your own report has your website and your own figures.

Checked by	Harsh Divecha, Techspire SEO
What I looked at	Your home page, the way a customer on a phone sees it, and your Google listing
How it reaches you	As a PDF from my own email address, within two working days of asking

The short version

I found six things worth fixing. Two are quick jobs you can do yourself. The other four take longer: you can do them, hand them to whoever looks after your website, or ask me to do them for a fixed price.

6

The biggest single thing to fix

Your Google listing isn't among the 20 results Google's business search returned for "plumber in Bristol". Someone looking for a plumber on Google's map is unlikely to scroll past twenty firms to find you.

Six things to fix

	What I found	Where	Quick job
1	Your page title just says "Home"	Website	You can do this
2	No business details Google can read	Website	
3	Your Google listing doesn't link to your website	Google listing	You can do this
4	No way to book online	Website	
5	The main content takes 5.6 seconds to show on a phone	Website	
6	Not among the 20 results for "plumber in Bristol"	Google listing	

Worth keeping as they are

- Your website address is secure (https).
- A customer on a phone can tap your number to ring you.

Where the check couldn't read something, the report says "Not verified" and gives no figure.

Your website

Four of the six are on your home page.

1 Your page title just says “Home”

What I found
The title of your home page is the one word “Home”.

Why it matters
Google usually shows the page title as the headline for your page in its results. “Home” doesn’t say you’re a plumber, or that you work in Bristol.

What I’d fix
Give the page a title that says what you do and where, such as “Plumber in Bristol | Yourfirm Plumbing”.

You can do this one yourself, in your website builder’s page settings.

2 No business details Google can read

What I found
Your home page has no structured data: the hidden labels that give Google your business name, trade, phone number and area.

Why it matters
Google has to guess what you do and where you work.

What I’d fix
Add the code that tells Google what you do and where, in your site’s template so every page has it.

4 No way to book online

What I found
I found no booking link, button or form on your home page. I didn’t send a test enquiry.

Why it matters
Some customers would rather pick a time than ring, for example in the evening when you can’t answer the phone.

What I’d fix
Put a booking link on your home page that opens a booking calendar.

5 The main content takes 5.6 seconds to show on a phone

What I found
In Google’s own speed test on a phone, the main content of your home page, its large photo, took 5.6 seconds to appear. Google has no real visitor figures for your site yet, so this is a test result, and I ran the test twice.

Why it matters
Google counts 2.5 seconds or less as good, so your home page takes more than twice that.

What I’d fix
Make the photo smaller, load less at the start and look at the hosting. Afterwards I’d run the same test again so you can see the difference.

Your Google listing

I looked up your listing in Google's business search, then searched for your trade near your town.

3 Your Google listing doesn't link to your website

What I found
I found your listing. It shows your phone number, but no website address.

Why it matters
Someone who finds you on the map can't click through to your website.

What I'd fix
Add your website to your Google Business Profile.

You can do this one yourself: it's the website box in your profile's contact details.

6 Not among the 20 results for "plumber in Bristol"

What I found
I searched Google's business listings for "plumber in Bristol". Your listing wasn't among the 20 results it returned.

Why it matters
People searching for a plumber in Bristol don't see you.

What I'd fix
Set up your Google Business Profile properly and match your details across the main directories.

Your listing at a glance

	A Google listing for your business	Yes, found
6	Among the 20 results for "plumber in Bristol"	No
3	Links to your website	No
	Shows a phone number	Yes
	Star rating and number of reviews	Not verified

Not verified: the check couldn't read your star rating on the day, so the report gives no figure for it.

What you see on your own phone will look better than this. Google knows where you are and that it's your business. I measure from a neutral point so the result means something.

Everything I checked

Every answer for your home page, measured on the day.

	On your home page	Answer
5	How long the main content takes to show on a phone	! 5.6 s, a test result
	Fits a phone screen	✓ Yes
	A number customers can tap to ring you	✓ Yes
4	A way to book online	! No
	A secure address (https)	✓ Yes
	Your own web address, not a free website builder's	✓ Yes
1	A page title that says what you do	! No, it says "Home"
	A meta description, the short text under the headline in Google	✓ Yes
	A main heading	✓ Yes, "Plumber in Bristol"
2	Business details Google can read (structured data)	! No

What this check leaves out

- I check your home page only, not every page on your site.
- I don't check for broken links, whether Google has found all your pages, or whether AI search tools can read your site.
- I don't check your site's security beyond whether its address starts with https.
- I don't score the rest of your Google Business Profile, such as its photos, posts or opening hours, or compare you with other firms near you.
- I don't send a test enquiry through your contact form, because it would land in your inbox as junk.
- I don't look at links to your site from other websites, your social media, your Google Ads or anything behind a login.

ⓘ I don't promise you page one, because nobody honest can.

Action plan

In the order I'd tackle it, with the working days each fix takes me.

PHASE 1 Quick jobs you can do yourself

1	Change your home page title to say what you do and where	You can do this
3	Add your website to your Google listing	You can do this

PHASE 2 What Google knows about you

	What I'd do	Working days
6	Set up your Google Business Profile properly and match your details on the main directories	1
2	Add the business details Google reads to your site's template	0.75

PHASE 3 Your home page

5	Speed work on your home page, measured again afterwards	2.5
4	A booking link on your home page	1
	Phases 2 and 3	**5.25**

The days assume you send logins and answers without delay. Waiting on those is the usual reason a job runs late.

Which fixed price covers it

If you'd like me to do the work, the Full Site Fix covers all six. If you'd rather start with your Google listing, the Google Listing Fix covers 2, 3 and 6. Each is one fixed price, and both are on my prices page: techspireseo.com/seo-prices/

The report is yours. You can do the work yourself, or give it to another developer. After it, I send one short email to check it made sense, and I won't ring you unless you ask me to.

This was a sample. Ask for your own free check at techspireseo.com/free-seo-check/

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