seofixpack.

SMALL-SITE SEO AUDIT PACK

Your SEO fix pack for plumbing.example

Example Plumbing (fictional sample)

Audit by SEO Fix Pack, seo-fix-pack.co.uk

PREPARED FOR	Example Plumbing (fictional sample)
WEBSITE	plumbing.example
ORDER REFERENCE	SAMPLE-0001
ISSUED	Wednesday 14 October 2026
RESULT	4 justified fixes

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4 JUSTIFIED FIXES

Your priorities

FICTIONAL SAMPLE — not a real business or audit. Every observation below is invented to show the format of a paid pack. We reviewed 6 pages of a fictional plumbing website. Start with the three priorities: the boiler-repair page title, the missing link to the heating page, and the phone number that cannot be tapped on a mobile.

Where to focus

Scores out of 100 summarise our checks on the pages we reviewed (100 means no justified issue found in that area). They are not a Google score, and lowest scores are listed first.

Enquiry route	**70/100**	1 issue
Titles, descriptions and sharing	**72/100**	1 issue
Internal links	**80/100**	1 issue
Structured data	**85/100**	1 issue
Images and speed	**95/100**	0 issues
Indexing and crawling	**100/100**	0 issues

Evidence-backed fix tickets

Ticket 1 — Make the boiler-repair page title describe the service

Priority · Titles, descriptions and sharing

https://plumbing.example/boiler-repairs/

WHAT WE OBSERVED

The page title is “Home | Example Plumbing” although the main heading is about boiler repairs (illustrative).

EVIDENCE

- E01 <title>Home | Example Plumbing</title> (Wednesday 14 October 2026, 10:00am)

WHY IT MAY MATTER

Google recommends titles that describe the specific page. A generic title gives searchers no reason to choose this page.

WHAT TO CHANGE

1. Open the page settings for /boiler-repairs/.
2. Replace the title with a concise description of the service and the area you genuinely cover.

Suggested wording (use only if accurate): “Boiler Repairs in [your area] | Example Plumbing”

WHO CAN DO IT AND ESTIMATED EFFORT

You or whoever edits your website · up to 30 minutes (an estimate, not a quote)

HOW TO CHECK

1. View the live page source and confirm the new title.

WHAT WE CANNOT TELL

Search engines may still rewrite titles; a title change does not guarantee a ranking change. Confidence in the observation: high.

Ticket 2 — Link the homepage to the heating page

Priority · Internal links

https://plumbing.example/

https://plumbing.example/heating/

WHAT WE OBSERVED

The homepage mentions heating work but has no ordinary link to /heating/ (illustrative).

EVIDENCE

- E02 No <a href="/heating/"> found on the homepage (Wednesday 14 October 2026, 10:00am)

WHY IT MAY MATTER

Visitors need a clear path to the service they want, and crawlable links help search engines find pages.

WHAT TO CHANGE

1. Add a link with descriptive text, such as “central heating installation and repair”, in the homepage services section.

WHO CAN DO IT AND ESTIMATED EFFORT

You or whoever edits your website · up to 30 minutes (an estimate, not a quote)

HOW TO CHECK

1. Click the new link on a phone and confirm it opens /heating/.

WHAT WE CANNOT TELL

This does not prove the heating page is unindexed. Confidence in the observation: high.

Ticket 3 — Make the phone number tap-to-call on the contact page

Priority · Enquiry route

https://plumbing.example/contact/

WHAT WE OBSERVED

The phone number is plain text, not a tel: link (illustrative).

EVIDENCE

- E03 Phone shown as text “01234 000000” with no tel: link (Wednesday 14 October 2026, 10:00am)

WHY IT MAY MATTER

Most trade enquiries come from phones; a tappable number removes a step.

WHAT TO CHANGE

1. Wrap the number in a link: 01234 000000.

WHO CAN DO IT AND ESTIMATED EFFORT

You or whoever edits your website · up to 15 minutes (an estimate, not a quote)

HOW TO CHECK

1. Tap the number on a phone and confirm the dialler opens.

WHAT WE CANNOT TELL

We cannot predict how many more calls this brings. Confidence in the observation: high.

Ticket 4 — Add Organization structured data with your real business details

Structured data

https://plumbing.example/

WHAT WE OBSERVED

No Organization or LocalBusiness structured data was found (illustrative).

EVIDENCE

- E04 No application/ld+json block on the homepage (Wednesday 14 October 2026, 10:00am)

WHY IT MAY MATTER

Structured data that matches the visible page helps search engines understand who runs the site.

WHAT TO CHANGE

1. Add Organization (or Plumber) markup with the same name, phone and area shown on the page.

2. Test it in Google’s Rich Results Test.

WHO CAN DO IT AND ESTIMATED EFFORT

You or whoever edits your website · up to 1 hour (an estimate, not a quote)

HOW TO CHECK

1. Run the Rich Results Test and confirm no errors.

WHAT WE CANNOT TELL

Structured data does not guarantee any rich result. Confidence in the observation: medium.

Growth opportunities

Ideas to build on, separate from the fix tickets. Each is based on what we saw on your pages and what you told us; none is a promise of rankings or enquiries.

Opportunity 1 — A page answering “how much does a boiler repair cost?”

Where: https://plumbing.example/boiler-repairs/ · Effort: 2–3 hours

WHAT TO DO

Explain typical repair types and how you quote, without inventing prices.

WHY IT CAN HELP

Cost questions are common before booking a trade.

BASED ON

Service named in your intake; no pricing content on reviewed pages (illustrative).

Opportunity 2 — Show accreditations and real job photos

Where: https://plumbing.example/about/ · Effort: 1 hour

WHAT TO DO

Add any genuine registrations and two or three photos of your own work.

WHY IT CAN HELP

Proof helps visitors choose you.

BASED ON

About page has no accreditations or photos (illustrative).

Pages and checks covered

Checks run on every page we could read

- HTTPS, status codes and redirects
- robots.txt, XML sitemap, noindex and canonical tags
- Titles and meta descriptions
- Main heading and content depth
- Internal links and broken links (sample)
- Structured data
- Images and page weight
- Mobile viewport and sharing tags
- Enquiry route and phone consistency
- AI-answer readiness

Pages reviewed

- https://plumbing.example/ — Home (you chose) · HTTP 200 (illustrative)
- https://plumbing.example/boiler-repairs/ — Service (you chose) · HTTP 200 (illustrative)
- https://plumbing.example/heating/ — Service (you chose) · HTTP 200 (illustrative)
- https://plumbing.example/contact/ — Contact (you chose) · HTTP 200 (illustrative)
- https://plumbing.example/about/ — Found by us · HTTP 200 (illustrative)
- https://plumbing.example/areas/ — Found by us · HTTP 200 (illustrative)

What looked sound

Passed checks on the pages we reviewed. They do not certify the rest of your website.

- Loads over HTTPS — all 1 pages
- Mobile viewport is set — all 1 pages
- Self-referencing canonical — all 1 pages

What we cannot tell

We cannot tell how Google or other search engines will rank any page. No ranking, traffic or enquiry outcome is promised.

Limits of this review

- FICTIONAL SAMPLE: no website was fetched or tested.
- A paid pack reviews the 1–5 pages you choose plus up to 7 we find; it is not a whole-site crawl or backlink audit.
- We read server HTML; we do not run a full browser render or access your analytics.

Your next 30 days

- Days 1–3: Fix the three priorities (tickets 1–3).
- Days 4–14: Add the structured data (ticket 4) and check it.
- Days 15–30: Pick one growth idea and record enquiries before and after.

Measure progress

- Note this month’s calls and form enquiries before changing anything.
- Check Google Search Console’s Performance report after four weeks.

Version, review and corrections

Report version 1 · published Wednesday 14 October 2026, 10:00am

Release review: Not yet reviewed

Method method-1.1 · rules rules-1.3 · collector collector-1.2 · evidence collected 2026-10-14

BUSINESS FACTS YOU CONFIRMED

- F01 · Business name: Example Plumbing (fictional)

If anything is wrong, ask for a correction: we fix material errors free and issue a new version within two working days of having the information. One re-check of these fixes on the same pages is included within 30 days.