

SEO Review Report

Practical website visibility, trust and enquiry review

Anonymised Example

Prepared for:

Example Client
www.example-client.co.uk

Prepared by:

SEO Improve

Example report date:

July 2026

This anonymised example shows the type of findings, priorities and recommendations included in an SEO Improve review. Client-identifying details have been replaced with neutral placeholders.

How to Read This Report

This report shows what may be affecting the website’s ability to appear in Google, build trust with visitors and generate enquiries.

It is not an automated SEO score or a long technical checklist. The aim is to identify the issues that matter most, explain why they matter, and give a clear order for what to fix first.

Area	What it means
Visibility	Can Google understand the website and show it for the right searches?
Trust	Does the website look credible enough when someone finds it?
Conversion	Is it clear what a visitor should do next?

Technical Foundations Are there technical issues that could limit performance or search presentation?

Priority Key

Priority	Meaning
Critical	Fix first. Likely to affect visibility, trust, enquiries or online presentation.
High	Important improvement with clear SEO or commercial value.
Medium	Worth fixing, but less urgent than the main issues.

Priority	Meaning
Low	Useful refinement or housekeeping improvement.

Start with the Top 5 Priorities and Critical Issues. The later sections provide supporting detail, **page-by-page findings and technical checks**.

Executive Summary

This website already has a workable SEO foundation, but it is not presenting itself as clearly or as strongly as it could in search results, social shares and local search.

The biggest opportunities are practical rather than structural. The site does not need rebuilding before the basics are improved. The priority should be to make the website clearer to Google, more trustworthy to potential customers, and easier to recognise when it appears online.

The most important issues are:

- missing social sharing imagery, which can make shared links look unfinished
- shortened or inconsistent brand wording in page titles
- missing location coverage for an important target area
- incomplete social metadata
- missing review-related structured data on the reviews page

None of these issues are catastrophic on their own. Together, however, they weaken the website’s search presentation, local relevance and trust signals.

The recommended first step is to complete the immediate fixes listed in this report. These are focused improvements that can usually be handled inside Wix without rebuilding the website.

Once those changes are made, the business should monitor Google Search Console, search result appearance, social sharing previews and enquiry activity to check whether the site is becoming clearer, more visible and more effective.

The purpose of this report is simple: show what is holding the website back, explain why it matters, and give the business a clear order for what to fix first.

Top 5 Priorities

Priority	Recommended action	Why it matters
1	Add a proper social sharing image	Shared links may look unfinished or less trustworthy without a strong image.
2	Fix shortened brand names in page titles	Search results should show the business clearly and consistently.
3	Create a dedicated page for the missing target location	A key service area needs its own page to support local search visibility.
4	Complete missing social metadata	Helps shared links display more consistently across platforms.
5	Add review-related structured data where appropriate	Strengthens how review and trust signals are understood by search engines.

These are the first actions to review because they have the clearest link to visibility, trust and how the website appears online.

1. Critical Issues to Fix First

Issue	Page(s)	Impact	Evidence	Recommended fix
Missing Open Graph image	All pages	High - social shares on Facebook, LinkedIn and WhatsApp may show a blank card, reducing click-through.	No og:image meta tag found in the supplied review.	Create a 1200 x 630px branded image with logo and brand colours. Host it in Wix Media and add it globally via Wix SEO Settings > Social Share.
Canonical trailing slash mismatch	Homepage	Medium - may send mixed signals about the preferred homepage URL.	Homepage canonical is listed as https://www.example-client.co.uk with no trailing slash. The sitemap entry is also without a slash.	Confirm in Google Search Console whether both URL versions are indexed. Keep the canonical and sitemap signals consistent.

2. High-Impact Improvements

Issue	Page(s)	Impact	Evidence	Recommended fix
Brand name truncated in titles	Our Services, Website Design, Launch Package, Growth Package, Security & Maintenance	Medium - inconsistent branding because "[Short Brand]" is not the full trading name.	Titles end in " [Short Brand]" rather than " [Client Name]".	Shorten the descriptive part of each title tag so the full brand name fits.
Missing og:locale	All pages	Low-medium - completes the minimum social meta set and helps social platforms identify the UK audience.	Not present in the page HTML according to the supplied review.	Add <code><meta property="og:locale" content="en_GB"/></code> in Wix global SEO settings.
Missing twitter:site	All pages	Low - Twitter/X card metadata is incomplete without the account handle.	twitter:card, twitter:title and twitter:description are present, but twitter:site is not.	Add <code><meta name="twitter:site" content="@YourHandle"/></code> using the correct business handle.

Issue	Page(s)	Impact	Evidence	Recommended fix
Open Graph title missing homepage location	Homepage	Medium - location signal is lost when the homepage is shared socially.	OG title is listed as "Website Design & Website Audits for Small Businesses" with no Location A or Location B reference.	Update OG title to "Website Design Location A & Location B [Client Name]".
No Location A location page	New page needed	High - Location A appears in the homepage H1 and is a core target area, but there is no dedicated page.	Sitemap shows /location-b-web-design but no /location-a-web-design page.	Create a /location-a-web-design page using the Location B page as the model, with Location A-specific copy and LocalBusiness schema.
No phone number in LocalBusiness schema	Homepage	Medium - phone data can support local business consistency.	Schema includes email but no telephone field.	If a business number is available, add telephone to LocalBusiness schema in Wix structured data settings.
Client Reviews page missing AggregateRating schema	/client-reviews	High - this is the page most likely to qualify for review-rich snippets.	No schema detected on this page according to the supplied review.	Add AggregateRating schema with the correct average score and review count.
Author schema incomplete on blog posts	All blog posts	Low-medium - stronger author data can support E-E-A-T signals.	Author appears as "[Author Name]" only, with no surname, credentials, URL or sameAs links.	Expand author schema with full name, job title, About page URL and LinkedIn profile where appropriate.
About Us title has no location	/about-us	Low-medium - missing local search signal.	Current title: "Small Business Digital Agency [Client Name]".	Change to "Web Design Agency, Location A & Location B [Client Name]".
Client Reviews title starts with brand name	/client-reviews	Low - keyword opportunity is weaker because the title is brand-first.	Current title: "[Client Name] Reviews & Client Reviews".	Change to "Website Design Reviews, Location A & Location B [Client Name]".

3. Quick Wins

Opportunity	Page	Potential impact / suggested action
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Opportunity	Page	Potential impact / suggested action
Security & Maintenance page title is vague	/security-maintenance	Current title lacks a clear audience or location signal. Suggested title: "Website Security & Maintenance Package [Client Name]".
Add a Wider Service Area location page	New page	You serve Wider Service Area prominently, but only have a Location B location page. A /wider-service-area-web-design page could add another local keyword landing page.
Add a dedicated FAQ page	New page	Blog posts have FAQPage schema, but a standalone FAQ page could target high-intent local questions such as website cost in Location A.
Add blog breadcrumb schema	All blog posts	BreadcrumbList schema is missing from blog posts. This is a practical improvement for search display and internal structure.
Growth Package title has no location	/growth-package	Current title: "Small Business Website Growth Package [Short Brand]". Suggested title: "Website Growth Package, Location A & Location B [Client Name]".

4. Page-by-Page Analysis

Page	Current finding	Recommended action
Homepage	Title: "Website Design Location A & Location B [Client Name]". Meta description is concise and includes website design, website audits, Location A, Location B and Wider Service Area. Schema is strong, including LocalBusiness, ProfessionalService, OfferCatalog, WebSite and WebPage.	Add an OG image, update the OG title to include Location A and Location B, and add og:locale.
Our Services - /our-services	Title: "Website Design & Website Audit Services [Short Brand]". Brand is truncated.	Use: "Website Design & Audit Services, Location A [Client Name]".

Page	Current finding	Recommended action
Website Design - /website-design	Title: "Small Business Website Design Packages [Short Brand]". Brand is truncated and there is no location signal.	Use: "Website Design Packages, Location A & Location B [Client Name]".
About Us - /about-us	Title: "Small Business Digital Agency [Client Name]". The title is clear but generic.	Use: "Web Design Agency, Location A & Location B [Client Name]".
Client Reviews - /client-reviews	Title: "[Client Name] Reviews & Client Reviews". No schema detected.	Use: "Website Design Reviews, Location A & Location B [Client Name]" and add AggregateRating schema.
Location B Web Design - /location-b-web-design	Title: "Website Design Location B [Client Name]". This is clean and location-targeted.	Create an equivalent Location A page.
Website Review - /website-review	Title: "Website Audit for Small Businesses [Client Name]". Good keyword match.	Consider using the price point in the title: "[Audit Price] Website Audit for Small Businesses [Client Name]".
Launch Package - /launch-package	Title: "Small Business Website Launch Package [Short Brand]". Brand is truncated.	Use: "Website Launch Package, Location A & Location B [Client Name]".
Security & Maintenance - /security-maintenance	Title: "Bespoke Website & Security Package [Short Brand]". Vague and missing audience/location signal.	Use: "Website Security & Maintenance, Location A [Client Name]".
Blog posts - sample: Local SEO Checklist	Title is strong: "Local SEO Checklist for Small Businesses 15 UK Steps". Schema includes BlogPosting, HowTo and FAQPage. Author is listed only as [Author Name].	Expand author schema with full name, job title, URL and sameAs links.

5. Technical Foundations

Check	Status	Notes
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Check	Status	Notes
HTTP to HTTPS redirect	OK	301 redirect working correctly.
HSTS	OK	max-age=31556952, approximately one year.
robots.txt	OK	Valid plain text, sitemap referenced, PetalBot blocked.
Sitemap	OK	Sitemap index with three child sitemaps: pages, blog posts and blog categories.
Mobile viewport	OK	width=device-width, initial-scale=1.
Cache-Control	Needs monitoring	max-age=0, must-revalidate. Wix manages CDN caching separately, but monitor via PageSpeed Insights.
SSR rendering	OK	Wix Thunderbolt SSR means content is visible to Googlebot without JavaScript execution.
Image formats	OK	Wix serves WebP images automatically.
Content-type header	OK	text/html; charset=UTF-8.

6. Structured Data Summary

Schema type	Where	Status
WebSite	Homepage	Present.
LocalBusiness + ProfessionalService	Homepage	Present with rich implementation.
WebPage	Homepage	Present.

Schema type	Where	Status
BlogPosting	Blog posts	Present with datePublished and dateModified.
HowTo	Blog posts	Present where step content exists.
FAQPage	Blog posts	Present.
AggregateRating	Client Reviews	Missing - high priority.
BreadcrumbList	Any page	Missing throughout.
Review	Any page	Missing.

7. Prioritised Action Plan

Phase	Timing	Actions
1	Fix immediately - this week	Create and add a global Open Graph image. Fix brand truncation across five page titles. Add og:locale as en_GB.
2	High-impact - next 2 to 4 weeks	Create /location-a-web-design. Add AggregateRating schema to Client Reviews. Update homepage OG title. Expand author schema on blog posts.
3	Quick wins - within one month	Add twitter:site. Update About Us title. Update Client Reviews title. Consider adding [Audit Price] to the Website Review page title.
4	Longer term	Create a Wider Service Area location page if enquiries support it. Create a dedicated FAQ page with FAQPage schema. Add phone number to LocalBusiness schema if available. Monitor Core Web Vitals.

8. Plain-English SEO Glossary

Some SEO terms are included in this report because they refer to specific website settings, search results or trust signals. The glossary below explains the most important terms in plain English.

Term	What it means
SEO	Search Engine Optimisation. The work done to help a website appear more clearly and more often in search engines such as Google.
Google Search Console	A free Google tool that shows how a website appears in Google Search, including indexing, clicks, search queries and technical issues.
Indexing	When Google stores a webpage so it can appear in search results. If a page is not indexed, it is unlikely to be found through Google.
Title tag	The page title that Google may show as the clickable heading in search results. A strong title helps people and search engines understand the page.
Meta description	The short description that may appear below a search result. It does not guarantee rankings, but it can influence whether people click.
H1 heading	The main heading on a webpage. It should clearly explain what the page is about.
Open Graph image	The image shown when a page is shared on platforms such as Facebook, LinkedIn or WhatsApp. A missing image can make shared links look unfinished.
Social metadata	Information added to a webpage to help social platforms display shared links correctly, including the title, description and image.
Canonical URL	The preferred version of a webpage when similar URL versions exist. It helps avoid confusion about which version search engines should treat as the main page.
Sitemap	A file that lists important website pages and helps search engines discover them.
Structured data	Extra code that helps search engines understand key information on a page, such as business details, reviews, articles or FAQs.
Schema	A common format for structured data. It helps search engines understand website content more clearly.
LocalBusiness schema	Structured data that helps search engines understand a local business, including details such as the business name, website, contact details and service type.
AggregateRating schema	Structured data that summarises review ratings. When used correctly, it can help search engines understand review information.
Internal links	Links between pages on the same website. They help visitors and search engines understand which pages are important.
Conversion	When a visitor takes a useful action, such as submitting a form, calling, emailing or requesting a quote.
Call to action	A clear instruction telling the visitor what to do next, such as “Request a Review”, “Contact Us” or “Get a Quote”.

The important point is not to understand every technical term. The important point is to understand what needs fixing, why it matters, and which actions should be prioritised first.

9. Recommended Follow-Up Tools

These tools can be used by the website owner, SEO reviewer or implementation partner to check whether the recommended fixes have been applied correctly. The business does not need to use every tool themselves.

Tool	Purpose
Google Search Console	Verify index coverage and identify which pages are ranking.
Google Rich Results Test	Confirm that HowTo, FAQPage and LocalBusiness schema render correctly.
PageSpeed Insights	Check mobile Core Web Vitals, especially LCP under 2.5s and CLS under 0.1.
Screaming Frog	Crawl internal links and check for broken links, duplicate titles, missing metadata and orphan pages.

Recommended Next Step

This review shows that the website does not need guesswork or a full rebuild before action can be taken. It needs a small number of focused improvements completed in the right order.

The first priority should be to complete the immediate fixes in Phase 1, especially the issues affecting search presentation, social sharing appearance and title consistency.

After those changes are made, the business should check Google Search Console, search result snippets, social share previews and enquiry activity to see whether the site is presenting itself more clearly and effectively.

If support is needed, the next step would be a separate implementation quote covering the priority fixes only. The review is a one-off assessment and does not require a monthly SEO package.

The value of the report is the priority order: it shows what is holding the website back, why it matters, and what should be fixed first.