

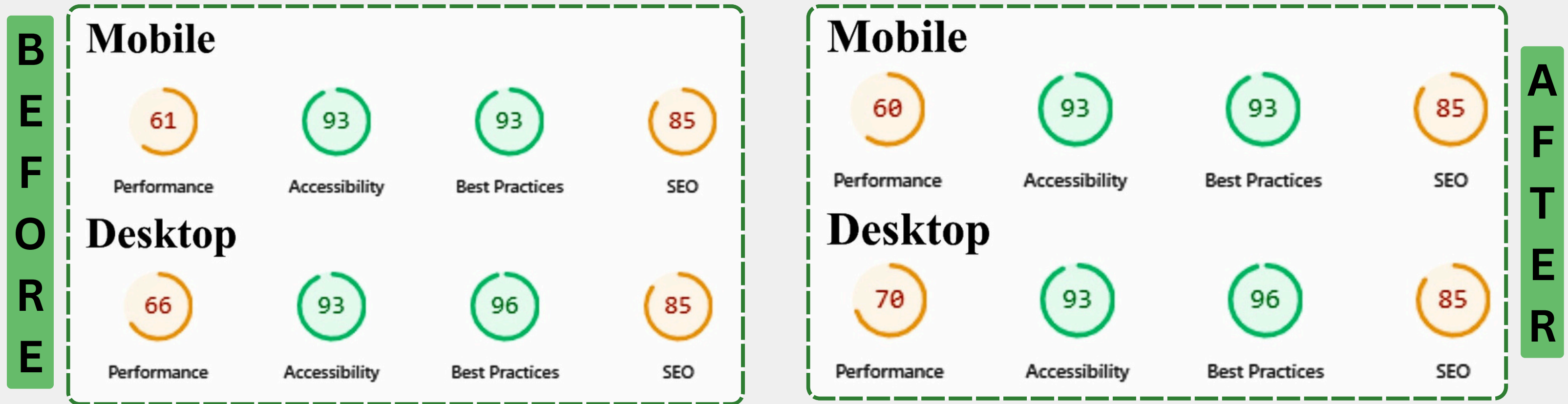
SEO PORTFOLIO

SEO Specialist

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MONTHLY REPORTS OF





For the grateaddition.co.uk website, I have worked on resolving the mobile responsiveness issue in the layout on mobile version. Also I have resubmitted the file for XML Sitemap of this website due to irrelevant pages were found through google crawler.

For the grateaddition.co.uk website, I have created heritage furanflex Service page content.

SUMMARY OF COMPLETED SEO TASKS

HOME PAGE CONTENT UPDATE

01.

Objective:

Improve keyword targeting, enhance clarity, and better communicate core offerings to users and search engines.

TASKS PERFORMED:

- Published homepage content with SEO-optimized headings and section structures so it will be easier for the reader to understand on both mobile and desktop version of website.
- Included primary keywords such as “fireplace installation”, “gas fire installation”, and “modern fireplace”.
- Incorporated internal links to key service pages to improve crawlability and user journey.
- Added strong CTAs for engagement.

RESULTING FIXES:

- Improved keyword density without over-optimization.
- Enhanced readability and semantic HTML structure.
- Clearer hierarchy for both users and search engines.
- Reduced bounce potential by clarifying value proposition early on.

SUMMARY OF COMPLETED SEO TASKS

CONTENT SYNCHRONIZATION FOR SERVICES AND FAQs PAGES

02.

Objective:

Ensure uniform branding, optimized keyword usage, and better topical coverage for service-specific searches.

TASKS PERFORMED:

- All service page widgets have been aligned with optimal SEO copywriting techniques.
- Keywords such as "chimney liner", "gas fireplace repair", "FuranFlex chimney liner installation", and so on were included.
- Updated FAQ schema using JSON-LD (if implemented) to improve display in rich results.
- Internal links were added between FAQs and pertinent service pages to improve stay time and site architectural consistency.

RESULTING FIXES:

- Eliminated duplicated or outdated content across service pages.
- Improved keyword targeting with semantic support.
- Created better user guidance with structured FAQ entries linked to relevant services.

SUMMARY OF COMPLETED SEO TASKS

TECHNICAL FIXES AND SITEMAP SUBMISSION

03.

Objective:

Improve crawlability, resolve indexing issues, and align the site structure with search engine expectations.

TASKS PERFORMED:

- Internal links were audited and fixed for being broken or misdirected.
- Ensured that all canonical tags are properly implemented.
- Minor HTML and schema problems that were hurting crawl performance have been fixed.
- I created and submitted a new, correct XML sitemap using Google Search Console, comprising only indexable pages.
- Outdated URLs were removed from the index using GSC's "Remove URLs" tool where needed.

RESULTING FIXES:

- Sitemap now only includes live and optimized pages.
- Faster indexing of updated pages by search engines.
- Resolved crawl anomalies and improved crawl budget utilization.

NEXT STEPS AND PRIORITIES

■ On-Page SEO for Blog and Remaining Service Pages

- Create and publish blog articles targeting long-tail keywords like *"eco-friendly stove installation London"*, *"chimney sweep London"*, *"grates for wood burning stoves"*, etc.

- Finalize and optimize any remaining service pages still using placeholder content or needing improved keyword focus.

■ Backlink Acquisition Strategy

- Begin reaching out to local directories, home improvement websites, and fireplace-related forums.

- List Grate Addition in appropriate citation sites (Google Business Profile, Houzz, Checkatrade, etc.).

■ Page Speed & Core Web Vitals Audit

- Run Lighthouse tests to identify performance issues.

- Optimize images, scripts, and server response times.

■ Conversion Rate Optimization (CRO) Enhancements

- Add heatmaps to key pages (Home, Gas Fire Installation, Antique Fireplaces) to track behavior.

- Test CTA button placement and service enquiry forms.

■ Monthly SEO Performance Dashboard

- Set up a Google Tag Manager dashboard using GSC, GA4 by updating the Site Kit Plugin.

- Include keyword tracking, user engagement metrics, and conversions.

SEO ACTION PLAN

➤ Keyword Research and Target Strategy

Conducted comprehensive keyword research specifically focused on Grate Addition's services and unique value propositions.

- Identified SEO-optimized short-tail, long-tail, informational, and navigational keywords targeting the main service areas: London and Surrey.
- Strategically excluded keywords overlapping with known industry competitors:

- grateexpectations.com
- gratestovesandfires.co.uk
- grateideas.co.uk

- Categorized and aligned keyword sets with specific pages and services.

Status: Keyword strategy completed, pending final approval for integration.

➤ Image Optimization (Alt Text Implementation)

- Reviewed key images across product/service pages.
- Created and implemented SEO-optimized alt text, titles, and captions to improve: Accessibility (screen readers)
- Image indexing by search engines
- Page relevancy for target search terms
- Optimized image captions for uploaded images:
- Included relevant keywords according to business niche

Impact: Improves image-based search visibility and on-page SEO compliance.

SEO ACTION PLAN

➤ **Meta Description Optimization**

- Audited key service and landing pages to identify missing or non-optimized meta descriptions.
- Created and implemented SEO-rich meta descriptions to: Improve click-through rates from SERPs
- Highlight value-driven USPs and locations
- Reinforce keyword relevance per page intent
- Meta descriptions crafted were concise, compelling, and keyword-aligned with target phrases.

Next Steps:

1. Performance Tracking
2. Keyword Expansion
3. Content Creation
4. Local SEO Growth
5. Technical Fixes
6. Backlink Building
7. Conversion Tests

SEO FOCUS AREAS

Monitor & Analyze SEO Performance (Ongoing)

Tools: Google Search Console, Google Analytics 4

- Track keyword ranking changes (for all approved keywords).
- Measure organic traffic to key landing pages (especially London and Surrey).
- Monitor user engagement metrics: bounce rate, average session duration, conversions.
- Set up custom dashboards or automated reports for key SEO KPIs.

Expand Keyword Targeting

- Identify secondary and long-tail keywords related to your core terms.
- Analyze search intent gaps from existing traffic and queries.
- Use GSC “Search Results” > Queries to find opportunities for expansion.

Create and Publish Supporting Content

- Build out a content calendar targeting informational queries and long-tail variations.
- Add
 - Blog articles
 - How-to guides
 - Product/service use cases
 - Customer testimonials (localized)
- Focus content clusters around your core service areas and keywords.

SEO FOCUS AREAS

Strengthen Local SEO (Beyond London & Surrey)

- Expand localized landing pages to cover nearby towns and boroughs (e.g., Croydon, Kingston, Wimbledon).
- Optimize Google Business Profile further by:
 - Adding posts weekly (e.g., promotions, blog shares).
 - Collecting more reviews with keywords and location mentions.
 - Adding Q&A with commonly searched queries.

Technical SEO & Site Health Improvements

- Run a full SEO audit (use Screaming Frog or Ahrefs Site Audit).
- Fix
 - Broken links
 - Redirect chains
 - Orphan pages
 - Mobile usability issues
- Improve page speed (Core Web Vitals).
- Ensure structured data (Schema.org) is implemented correctly for services and local business.

SEO FOCUS AREAS

Conversion Rate Optimization (CRO)

■ After improving the ranking factor with good user experience and reducing spam score, I have to Test:

- ☐ CTAs on service pages
- ☐ Lead forms
- ☐ Hero messages

■ Add trust signals: certifications, awards, partner logos.

Off-Page SEO & Backlink Strategy

■ Begin a targeted backlink outreach campaign:

- ☐ Local directories and citations
- ☐ Industry-related blogs and publications
- ☐ Collaborations with complementary home service businesses

■ Monitor backlinks via Ahrefs/Moz and disavow harmful ones if needed.

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