



Monthly General Report

<https://safehouseservices.co.uk/>

December 7, 2021

SEO Overview

Updates

2 Link Building Campaigns and Reports to Build Authority

Your Website

Links from the layers below boost authority to your website and the URLs provided.

Authority Site Links. We built properties on high authority domains and linked to your website. These are the only links in the structure that are pointed directly to your site.

64 Authority Site links created. Please see 2 reports below.

Web 2.0 Links

These are supporting links for the articles we created. They point to the Authority sites and never link directly to your URLs.

120 Web 2.0 links created

[see report 1 here](#)

[see report 2 here](#)

Maintenance

Date	Update Description
December 7, 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	✓	https://safehouseservices.co.uk/wp-content/backups-dup-pro/recover/20211207_safehouseservices_4ec12140c58932a19159_20211207143227_installer-backup.php?archive=..&dup_folder=dup-installer-bbcc746-07143227
2. Check SSL	✓	
3. Mobile page speed score (check if green) https://developers.google.com/speed/pagespeed/insights/	✗	https://prnt.sc/22656vl
4. Desktop page speed score (check if green) https://developers.google.com/speed/pagespeed/insights/	✗	https://prnt.sc/22658b2
5. Update plugins, wordpress & themes (if applicable)	✓	Updated all plugins that can be updated.
6. Check for broken images https://www.internetmarketingninjas.com/broken-links-tool/	✓	https://prnt.sc/2265gxv
7. Check for broken links https://www.internetmarketingninjas.com/broken-links-tool/	✓	

Additional Notes

I think we should look at a site redesign to improve structure and site load speed. The theme that is being used has its limitations in terms of load speed. This will have an impact on rankings over time as google is taking user experience into account and as time goes on this will have more impact as they roll it out into the ranking alithogram.