



## **Monthly General Report**

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

**January 2022**

## SEO Overview

### Updates

#### Homepage

Worked on home page keywords to push page one results and keywords to the top of page one. Added and optimised new content and redesigned layout. Optimised images to come across as original images and added all necessary alt tags, GEO tags and changed file names to optimise them for the correct keywords.

#### /Plumbing page

Add new content and optimise the content for best performing keywords. Optimised images to come across as original images and added all necessary alt tags, GEO tags and changed file names to optimise them for the correct keywords.

#### Blogger outreach for above pages

Plumbing/ created blog post that links to plumbing page from <https://www.homeanything.co.uk/tips-from-professional-plumbers/> Domain Authority 72

Home page/ created long article that links to homepage from <https://www.homedecortips.co.uk/benefits-of-hiring-safe-house-and-property-maintenance-services/> Domain Authority 51 on going

## Maintenance

Date	Update Description
January 12, 2022	<p><b>Plumbing</b> Added the new content for the /plumbing/ page. All images for this page have been edited with the safehouseservices.co.uk logo for seo optimization.</p> <p>On Page optimisation of content and keyword research adjusted and implemented.</p> <p><b>Homepage</b> Images have been edited, optimized and added back into the page with the title, filename and alt text populated.</p>

January 27. 2022	<b>Homepage</b> Replaced and added new content and layouts for the new content. New images have been edited, optimized and added back into the page with the title, filename and alt text populated.
January 28, 2022	<b>Homepage</b> New page was set to live and the old page was set to draft. Replaced an image that was being tagged by google image search because of the dominant blue color.
February 7, 2022	Technical SEO Updates <ul style="list-style-type: none"> <li>- Site Backup</li> <li>- Link Checking</li> <li>- Image Checking</li> <li>- Site Health (Page speed, SSL, plugin &amp; WordPress updates)</li> </ul>

## Technical SEO Checklist



Technical SEO		
1. Website Backup	✓	<a href="https://safehouseservices.co.uk/wp-content/backups-dup-pro/recover/20220207_safehouseservices_9c5a1e175e0a7c778603_20220207145801_installer-backup.php?archive=.&amp;dup_folder=dup-installer-98b4ac2-07145801">https://safehouseservices.co.uk/wp-content/backups-dup-pro/recover/20220207_safehouseservices_9c5a1e175e0a7c778603_20220207145801_installer-backup.php?archive=.&amp;dup_folder=dup-installer-98b4ac2-07145801</a>
2. Check SSL	✓	
3. Mobile page speed score ( <b>check if green</b> ) <a href="https://developers.google.com/speed/pagespeed/insights/">https://developers.google.com/speed/pagespeed/insights/</a>	✗	
4. Desktop page speed score ( <b>check if green</b> ) <a href="https://developers.google.com/speed/pagespeed/insights/">https://developers.google.com/speed/pagespeed/insights/</a>	✓	
5. Update plugins, wordpress & themes ( <b>if applicable</b> )	✓	Updated all plugins that can be updated.
6. Check for broken images <a href="https://www.internetmarketingninjas.com/broken-links-tool/">https://www.internetmarketingninjas.com/broken-links-tool/</a>	✓	
7. Check for broken links <a href="https://www.internetmarketingninjas.com/broken-links-tool/">https://www.internetmarketingninjas.com/broken-links-tool/</a>	✓	

### Additional Notes