

The Operations Hub

SEO Audit

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

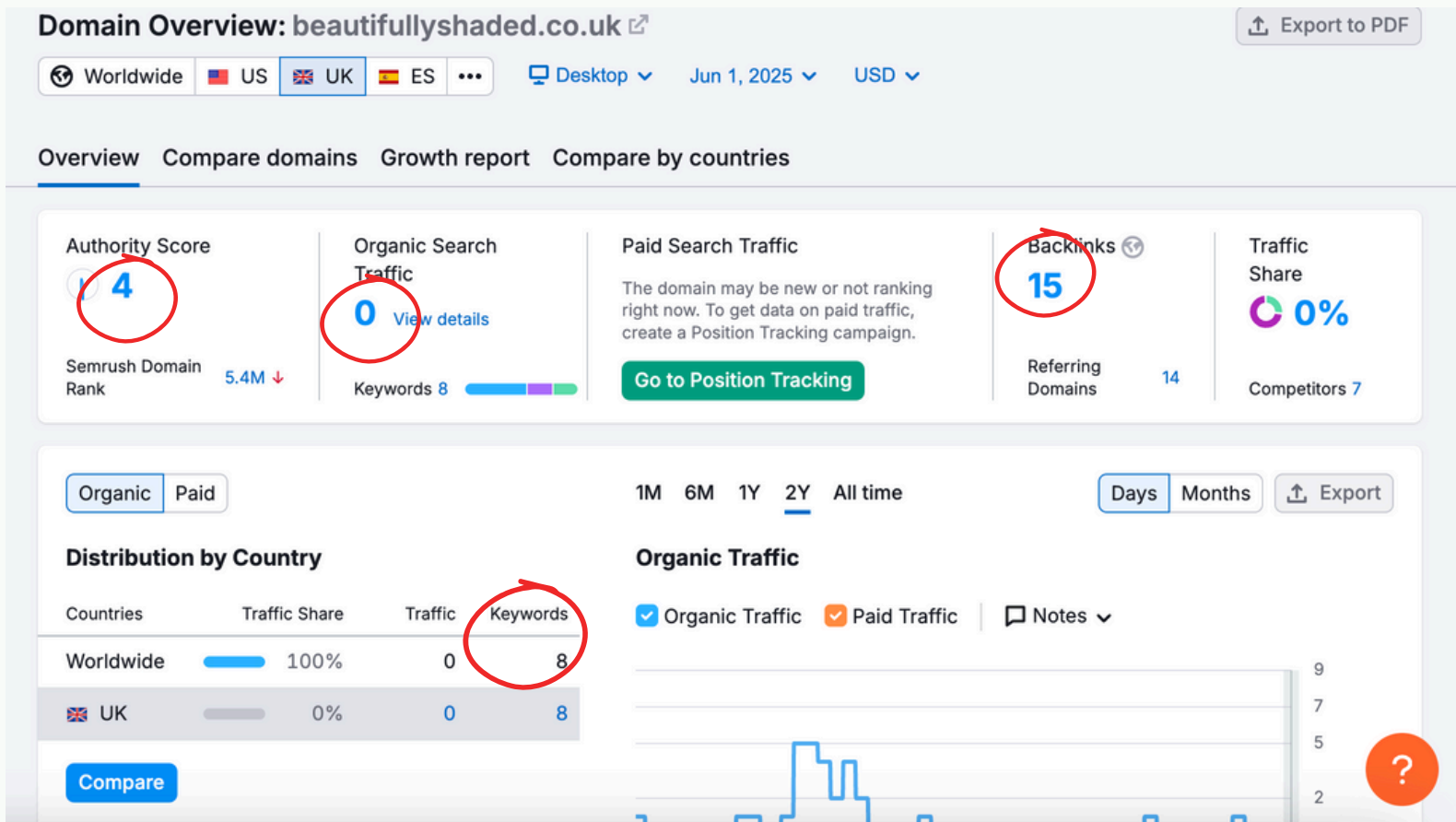
<https://yorkshirepergolas.co.uk/>

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



SEMRush audit for Beautifully Shaded:

15 backlinks is not a lot, meaning only 15 other websites/pages link back to your website. Having more backlinks helps to build authority on Google and search engines.



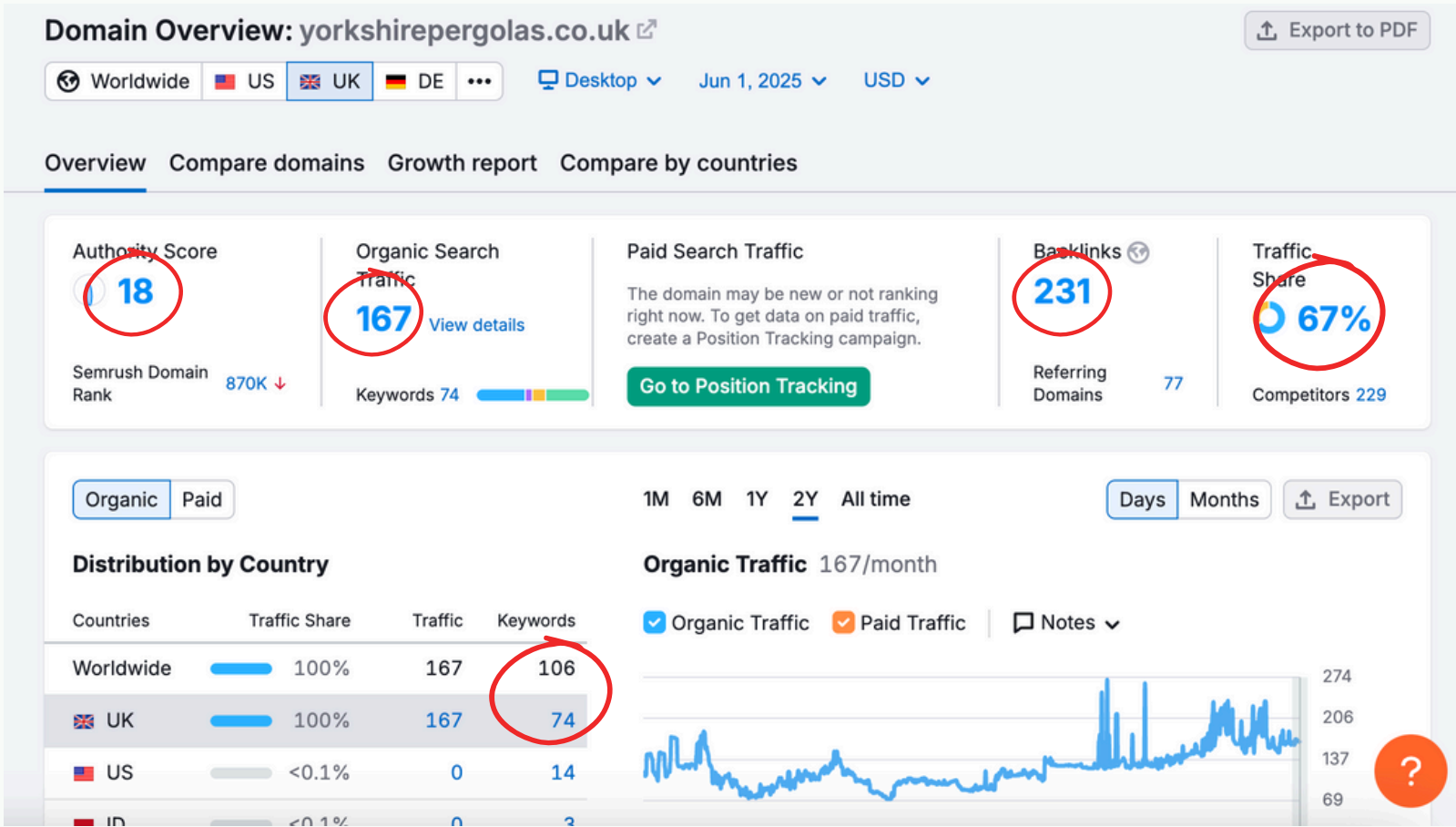
Low authority score, meaning the site is not reputable e.g. little backlinks, low organic search traffic etc. The site ranks for 8 keywords which I assume are specific products being searched for? If they're not specific to the business, this is great as the site is popping up for generic product search queries.

<input type="checkbox"/>	Keyword	Intent	Position	SF	Traffic	Traffic %	Volume	KD %	URL	Updat...
> <input type="checkbox"/>	bioclimatic pergola	I T	91	5	0	< 0.01	170	5	beautifullyshaded.co.uk/italian-collection/bioclimatic-pergolas/	May 11
> <input type="checkbox"/>	louvre window blinds	I	76	7	0	< 0.01	320	16	beautifullyshaded.co.uk/blinds/microlouvre/	May 06
> <input type="checkbox"/>	yo43 3pn	I	48	5	0	< 0.01	110	17	beautifullyshaded.co.uk/contact-beautifully-shaded/	May 28
> <input type="checkbox"/>	yo43 3pn	I	90	5	0	< 0.01	110	17	beautifullyshaded.co.uk/blinds/rollers/	May 28
> <input type="checkbox"/>	pergola the range	T	19	5	0	< 0.01	720	24	beautifullyshaded.co.uk/pergola-range/	May 28
> <input type="checkbox"/>	timberlux	N	31	5	0	< 0.01	90	14	beautifullyshaded.co.uk/blinds/timberlux-venetians/	May 10

Assuming these are product focused search queries?

SEMRush audit for Yorkshire Pergolas:

231 backlinks, great! Decent authority score, 167 organic traffic, 67% share of traffic compared with competitors. Overall, good scores, especially if they are not actively doing SEO.



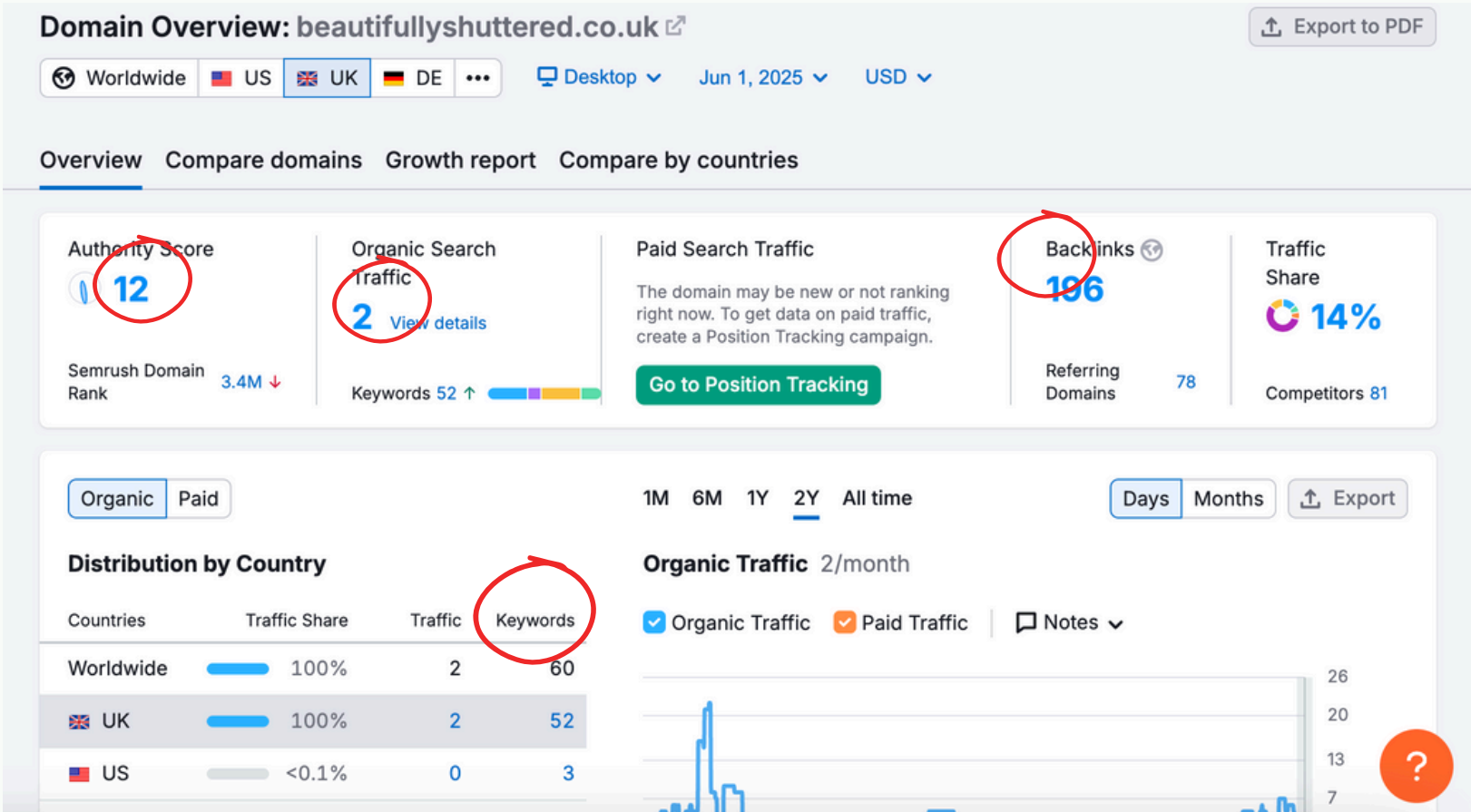
Ranks for 196 keywords which is brilliant, 74 UK specifically which is the only relevant one unless they are worldwide. The second keyword you see is 'pergolas near me' and this has 1k searches per month, and YP is positioned at 5, which is brilliant, but with SEO this could be higher. Keyword positioning & results are GOOD.

Organic Search Positions: 74

<input type="checkbox"/> Keyword	Intent	Position	SF	Traffic	Traffic %	Volume	KD %	URL	Updat...
<input type="checkbox"/> yorkshire pergolas	T	1	9	112	67.06	140	12	yorkshirepergolas.co.uk/	May 27
<input type="checkbox"/> pergolas near me	T	5	9	24	14.37	1K	24	yorkshirepergolas.co.uk/	May 24
<input type="checkbox"/> pergola near me	T	5	8	14	8.38	590	30	yorkshirepergolas.co.uk/	May 28
<input type="checkbox"/> yorkshire pergolas	T	9	9	4	2.39	140	12	www.yorkshirepergolas.co.uk/	May 27
<input type="checkbox"/> pergola showroom near me	T	8	5	3	1.79	140	13	yorkshirepergolas.co.uk/	May 06
<input type="checkbox"/> outdoor pergolas	I T	12	6	2	1.19	390	23	yorkshirepergolas.co.uk/	M

SEMRush audit for Beautifully Shuttered:

Higher authority score than Beautifully shaded but low organic traffic, 2 per month. Brilliant number of backlinks, 196, so its building more authority, and an 'okay' traffic share.



Ranks for 60 keywords, 52 in UK which is good. The first keyword is 'shutters York' and they are no.3 so this is brilliant if not doing SEO, there's abput 70 searches per month for this one. Yorkshire Pergolas is similar, position 6 and 140 searches per month. Overall the first 2 keywords are great to rank high for.

Organic Search Positions: 52										<div>+ Add to list</div> <div>10/15</div>	
<input type="checkbox"/> Keyword	Intent	Position	SF	Traffic	Traffic %	Volume	KD %	URL	Updat...		
<input type="checkbox"/> shutters york	C	3	7	1	50.00	70	4	beautifullyshuttered.co.uk/	May 27		
<input type="checkbox"/> yorkshire pergolas	T	6	9	1	50.00	140	12	beautifullyshuttered.co.uk/garden-pergolas/	May 27		
<input type="checkbox"/> what are plantation blinds	I	67	8	0	< 0.01	110	17	beautifullyshuttered.co.uk/what-are-plantation-shutters/	May 09		
<input type="checkbox"/> gardens with pergolas	C I	72	7	0	< 0.01	260	34	beautifullyshuttered.co.uk/garden-pergolas/	4 days		
<input type="checkbox"/> what are plantation shutters	I	46	6	0	< 0.01	170	22	beautifullyshuttered.co.uk/what-are-plantation-shutters/	May 17		
<input type="checkbox"/> perfect fit shutter	I T	84	6	0	< 0.01	210	11	beautifullyshuttered.co.uk/window-shutters/perfect-fit-shutters/	3 da		