

The Operations Hub

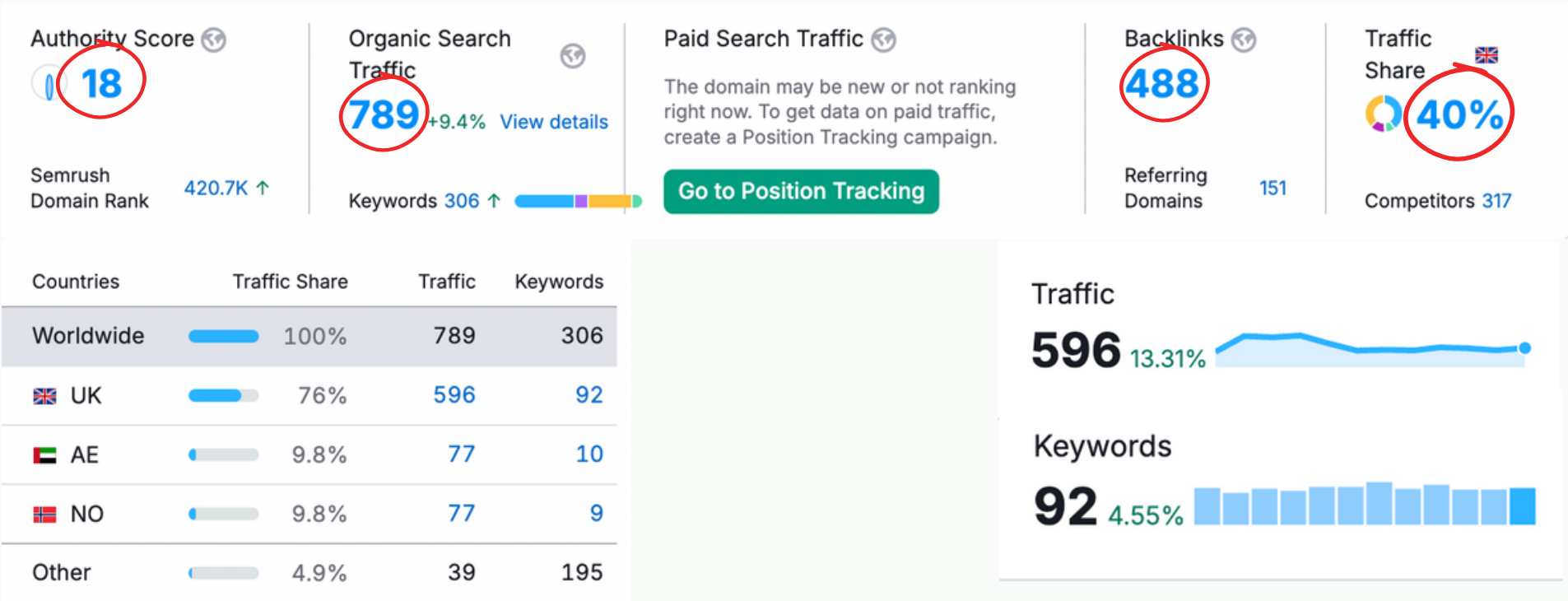
SEO Audit

<https://www.rjweng.com/>



SEMRush audit for RJW:

488 backlinks is brilliant, meaning 151 other websites/domains link back to your website. Your authority score is 18 which could be improved with regular SEO on the site, this means search engines would be more likely to recommend your website in search results. You have a 40% share of organic website traffic against competitors which is high considering the saturated industry, and you rank for 306 keywords across the world.

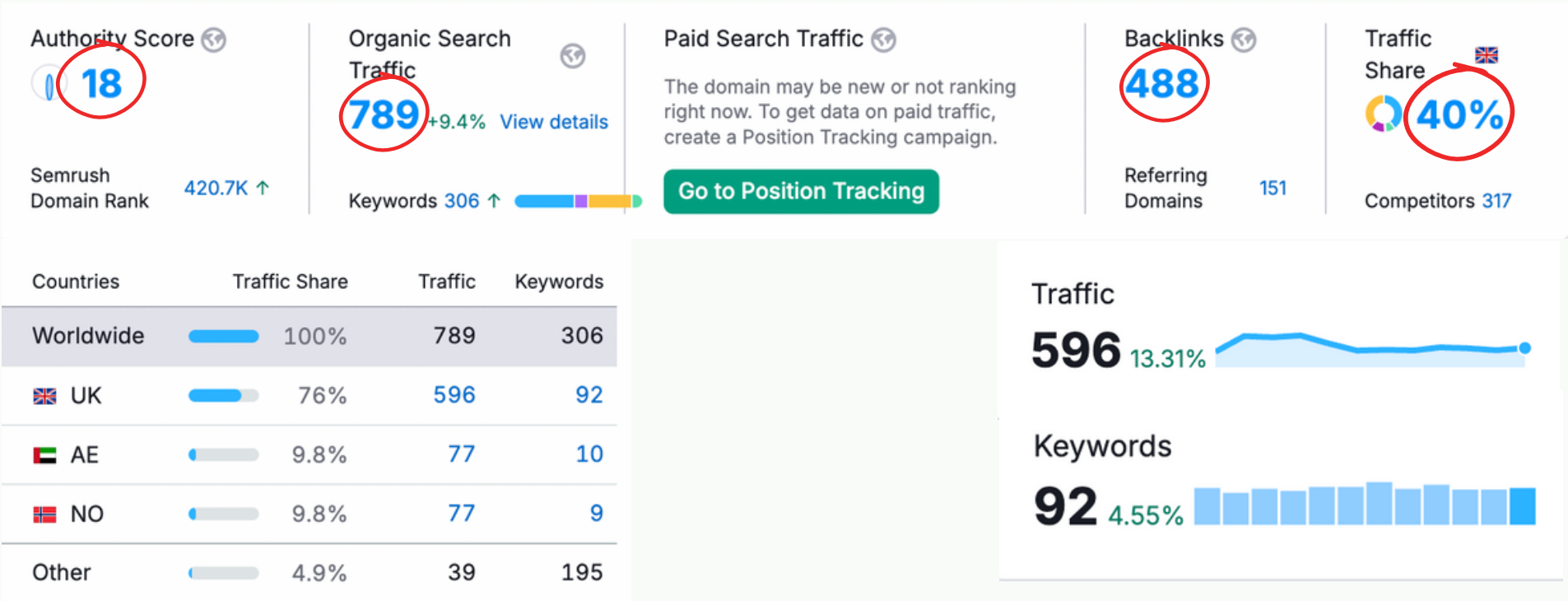


The site ranks for 92 keywords in the UK alone, including (below) various location based search terms, meaning users looking for “engineers near them” will find RJW as a high up result. However most of your keywords are specific to your business, such as users searching RJW, which is not a negative, but there may be opportunity to rank higher for more generic search terms as opposed to niche terms directly related to your business.

<input type="checkbox"/> Keyword	Intent	Position	SF	Traffic	Traffic %	Volume	KD %	URL	Updat...
> <input type="checkbox"/> <input checked="" type="checkbox"/> rjw	C N	5		208	34.89	260	35	www.rjweng.com/	May 18
> <input type="checkbox"/> <input checked="" type="checkbox"/> rjw engineering	C N	1		136	22.81	170	27	www.rjweng.com/	May 18
> <input type="checkbox"/> <input checked="" type="checkbox"/> rjw liverpool	N	1		112	18.79	140	22	www.rjweng.com/	May 14
<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> engineers near me	T	6		57	9.56	1.3K	34	www.rjweng.com/	Jun 02
> <input type="checkbox"/> <input checked="" type="checkbox"/> electrical engineering companies	C	8		14	2.34	320	13	www.rjweng.com/	4 days

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KeywordsEverywhere audit for RJW:

Upon searching 'RJW' on Google, it appears over 8000 users search this exact term each month, which is brilliant, especially considering your website is the first result. I'd assume these are customers, referrals, staff and those who already know your business. You can also see various other related keywords to your business which also bring in some organic website traffic each month.

★ KEYWORD	VOL	CPC	CMP	TREND
★ rjw	8,100	\$0.24	0.04	
★ rjw engineering	260	\$0.00	0	
★ rjw electrical	260	\$2.35	0.03	
★ rjw motors	10	\$0.00	0	
★ who owns rjw	0	\$0.00	0	
★ rjw electrical oswestry	0	\$0.00	0	
★ rjw engineering jobs	0	\$0.00	0	

If you're looking to invest in SEO, it would support with organic reach online, meaning your website would appear in search results for users looking for engineers who do not already know your business.