SAMPLE REPORT

SEO PLAN OF ATTACK

A real consultation report
for a local service business

Client: TyreTrek Mobile Tyres (name and details changed)

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searchlogistics.com/services/seo-consultant/

ABOUT THIS SAMPLE

This is a real Plan of Attack from one of my paid SEO consultations. It's what the client got in writing after our call, along with the call recording.

The client is a mobile tyre fitting business. I've changed the business name, the towns, the phone number and some of the figures so they can't be identified. The findings, the advice and the order of the fixes are as I sent them.

Matthew Woodward, Founder of Search Logistics

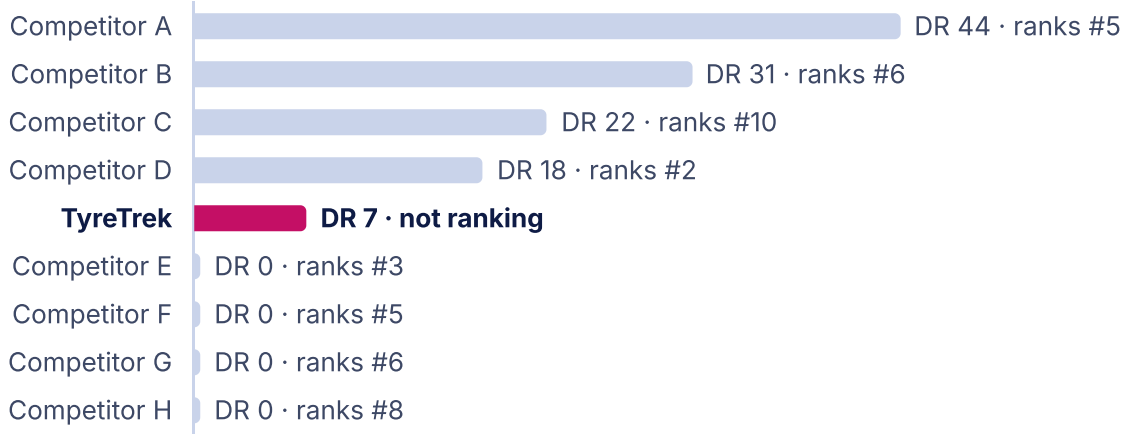
OVERVIEW

- The business itself is in great shape. 456 five star Google reviews, and your GMB brings in 58% of your search clicks (97 of 167 over the last 90 days in Search Console).
- The website is a different story. It ranks for 2 keywords (one of them is your brand name) and gets around 28 organic visits a month from 55 pages.
- About 31 of those pages are aimed at locations, and between them they bring in roughly one non-branded visit a fortnight.
- Overall I'd put the site's SEO health at below average.
- I checked Search Console for a manual action and there isn't one, so nothing here is waiting on Google.
- I don't think authority or competition is what's holding you back. Google is wasting its time on hundreds of junk blog pages, and the pages you've built to rank locally are split across two different URL setups and mostly duplicate each other.

To give you an idea, here are the DR's of the sites currently in the top 10 for "mobile tyre fitting marlbury" and "mobile tyre fitting kingsmere":

FOUR DR 0 SITES RANK TOP 10 WHERE TYRETREK (DR 7) DOES NOT

Ahrefs Domain Rating and Google position, top 10 for mobile tyre fitting Marlbury and Kingsmere



Ahrefs, Sep 2026 · sites in the top 10 for 'mobile tyre fitting marlbury' and 'mobile tyre fitting kingsmere' (competitor names removed for this sample)

- Four sites with a DR of 0 are outranking you, and you're DR 7.
- The national chains barely show up. Halfords takes one spot in Kingsmere and there's none in Marlbury.
- You already have a Kingsmere page, you've got more authority than three of the sites beating you there, and it still ranks for nothing. So this is an onsite problem rather than a competition problem, which is honestly the better problem to have because it's all fixable.

BLOG PAGINATION

- This is the big one, and I'd fix it before anything else.
- You've got about 31 blog posts, which should only be about 4 pages of blog archive. But the site loads a normal page (200 status) for any page number you put in, all with the same "Advice / Blog" title. eg these all load:
  - `/blog/page/117/`
  - `/blog/page/150/`
  - `/blog/page/198/`
  - plus 119, 121, 138, 146, 174, 183, 192 and 197
- So the site is basically creating hundreds of duplicate pages out of thin air.
- I'd expect Googlebot is probably getting stuck in the same loop.
- On a 55 page site you should never run short of crawl budget. This creates the problem out of nothing, and I think it's a big part of why your location pages are sitting around position 52.

WHAT TO DO

- [ ] Get your developer to make these return a 404 after the last real page. It's usually a bug in how the theme handles pagination, or a plugin overriding the 404.
- [ ] You can add `Disallow: /blog/page/` to robots.txt as a stopgap, but make sure the actual cause gets fixed too (blocked URLs can still get indexed if they're linked to).
- [ ] Check the category, tag and author archives while you're at it, they might be doing the same thing.

LOCATION PAGES

- You're targeting towns in two different ways at the moment, and they're competing with each other:
  - 12 service pages under `/mobile-tyre-fitting/{town}/` and `/mobile-tyre-puncture-repair/{town}/`
  - 19 location blog posts under `/blog/`
- That's 31 location URLs, and it's growing by about one a week.
- 5 towns have both a service page and a blog post going after the same search: Ashcombe Green, Hatherley, Stanbridge, Hembury and Brackwood.
- Blog posts also aren't the right format for "[service] in [town]" searches. Not one of the 19 location blog posts ranks. The only location page that does rank is Dunstow (position 9), and that's a service page.

The service pages themselves are too similar:

- 6 of the 9 main location pages are only 32-54% unique compared to each other. I'd want them at 60% as a minimum.
- The newer, longer template on Ashcombe Green and Hembury (around 1,450 words) is actually worse. Those two pages are 91% identical, so adding length didn't add anything local.
- The Kingsmere page FAQ says "We provide mobile tyre services across Marlbury". Wrong town, copied over and never changed. If a customer can spot that, so can Google.
- Above the fold on the Kingsmere page is the service page template with one word swapped. Same subheading, same 3 bullets, same van photo, and the only Kingsmere specific thing is the town name in the H1.
- The location blog posts are the opposite. They're genuinely different from each other (1-5% overlap), they're just the wrong format.

WHAT YOU SHOULD DO

- [ ] Fix the Kingsmere copy first, then check every other location page for the same mistake.
- [ ] Rewrite the failing location pages to get them over 60% unique. Focus on genuinely local stuff (roads, areas, jobs you've done there, postcodes, response times) rather than word count.
- [ ] For the 5 towns that have both, merge anything useful from the blog post into the service page, then 301 the blog post to it.
- [ ] After that, convert or consolidate the rest of the commercial location posts: Radwell, Wexley, Markham End, Kings Barton, Amberley Heath, Hitchford, Potters Green, Redmoor and Sandleigh.
- [ ] I'd stop publishing new town blog posts until this is done.
- [ ] If impressions on these pages haven't started growing in Search Console 8-12 weeks after the pagination fix, then the URL setup wasn't the main problem and we'd look at content quality next.

MARLBURY PAGE

- This is the biggest single opportunity.
- Marlbury is your home town and you don't have a page for it. `/mobile-tyre-fitting/marlbury/` used to exist, but it now 301 redirects to the general `/mobile-tyre-fitting/` page.
- That general page has been retitled "Mobile Tyre Fitting Marlbury" to make up for it, but a retitled hub page isn't a local page.
- `/mobile-tyre-fitting-tips/what-is-mobile-tyre-fitting/` was also redirected into the same page, and that one had 17 links pointing to it.
- The Marlbury results have two DR 0 sites in the top 10 and no national chains at all, so it's very winnable.

WHAT I'D DO

- [ ] Rebuild `/mobile-tyre-fitting/marlbury/` as a proper local page. Named roads and areas, real jobs you've done locally, your local postcodes and your local response times. At least 60% unique against the other location pages.
- [ ] Do this after the pagination fix. If it hasn't made page 2 within 12 weeks or so, the problem is probably at the domain level rather than the page.

CLICK TO CALL / CONVERSION

- The call link on `/mobile-tyre-fitting/` dials the wrong number because it's missing the UK 44:
  - Current: `tel:+1632960418`
  - Should be: `tel:+441632960418`
- The other phone links on that page are fine so it's just a typo. But it's on your highest impression commercial page (1,300 impressions), and you're an emergency callout business. It's a 5 minute fix, then get the dev to check every tel: link on the site for the same thing.
- Your homepage on mobile is really well built. Badge, clear H1 with the town in a different colour, a specific promise ("covering Marlbury and surrounding areas within around 15 miles"), then a big yellow Call 01632 960418 button with Request a Quote underneath.
- `/mobile-tyre-fitting/` has none of that. There's no call button on the first screen, just small text in the top bar (and that's the broken link above).

WHAT I'D DO

- [ ] Copy the homepage hero onto every service and location page. Badge, H1, promise, call button, then the secondary CTA.
- [ ] Add a sticky call bar that follows people down the page. A WhatsApp or SMS option would make a lot of sense too, for someone stuck at the side of the road.
- [ ] Even on the homepage, the call button sits about 700-755px down on a 390×844 screen, so on an iPhone SE it's below the fold. Tighten up the copy above it a bit.

PRICING

- There's no pricing anywhere on the site, and every single People Also Ask question on both the Marlbury and Kingsmere results is about price:
  - "How much do mobile tyre fitters charge?"
  - "How much should a mobile tyre fitting cost?"
  - "How much is Kwik Fit mobile tyre fitting?"
  - "How much do Halfords charge for mobile tyre fitting?"
- That's the clearest signal in the whole audit of what people want to know, and nothing on your site answers it.
- I suggest publishing your callout fee and fitting prices by tyre size in a simple table. The chains tend to hide their pricing, so it's an easy way to stand out.
- Use proper headings and sentences that make sense on their own. AI assistants (ChatGPT, Perplexity etc) much prefer citing sources that give specific figures, so this gives them something to pull from.

EEAT SIGNALS / GMB

- Your GMB is your main channel right now (58% of search clicks), so it should be treated like it. This is probably the quickest win in this whole plan.
- Make sure it's verified, the address is hidden and your service areas are set.
- Fill in every field you can, products with prices included.
- Real photos of the van, the technicians and actual jobs should go on there too.
- For reviews, I'd set up a post-job SMS with a direct review link so they keep coming in steadily.
- Post weekly if you can.
- The profile looks like it's named "TyreTrek - Mobile Tyre Services Marlbury". Unless that's your actual registered trading name, adding the service and town breaks Google's naming guidelines and could get the profile suspended. Given it's carrying the business, it's a risk to consider. It's also where the mystery traffic in Search Console was coming from.

On the site side:

- Your photos are great. Real photos of the branded van with the reg and livery visible, and two of your technicians standing in front of it, not stock. That's the hard part done.
- What's missing is their names, plus any certifications or insurance details. I'd get those somewhere visible on the site.

SITE SPEED

Mobile Core Web Vitals fail on every page I tested. Desktop is mostly fine (only the homepage is slightly over at 2.7s).

PAGE	MOBILE LCP	DESKTOP LCP	MOBILE SCORE
`/`	11.2s	2.7s	59
`/mobile-tyre-fitting/`	9.0s	1.9s	71
`/mobile-tyre-fitting/kingsmere/`	11.4s	2.0s	56
`/blog/how-to-check-tyre-tread-depth/`	5.1s	1.0s	65
`/contact/`	13.1s	2.2s	55

- Google wants LCP under 2.5s. Every mobile result is well over it, so the problem is how the page loads on mobile rather than the server or image sizes.
- For people stuck at the roadside on mobile data, that's about the worst way round it could be.

- I found three main causes:
  - SiteGround Optimizer's combined CSS file is render blocking (55KB, costing 2,110ms on the mobile homepage)
  - jQuery isn't deferred (up to 1,759ms)
  - The fonts add up to 1.1-1.2MB across 10 requests, which is heavier than the images on the page

WHAT TO DO

- [ ] Turn off combine CSS in SiteGround Optimizer first and re-test. I'd expect that on its own to make the biggest difference.
- [ ] Then defer jQuery, subset and self-host the fonts, and check Google Tag Manager for any tags you're not using.
- [ ] Re-test after each change rather than doing them all at once.
- [ ] Consider using WP Rocket and Perfmatters, particularly the script manager in Perfmatters.

SCHEMA REVIEW

- The address fields are the wrong way round on every page that has the Organization schema:
  - `"addressLocality": "Midshire"` should be "Marlbury"
  - `"addressRegion": "Marlbury"` should be "Midshire"
- Your 4 core service pages have no Service, WebPage or Breadcrumb schema, even though Rank Math PRO can do all of that.
- The location pages don't have a town specific areaServed, so structurally Google can't tell them apart. areaServed is missing from the main Organization schema too, which is odd with nine towns in the URL structure.
- There's an AggregateRating of 5.0 from 440 reviews on all 13 pages I checked, with no Review objects behind it, attached to a second duplicate Organization. Your reviews are genuine (456 on Google), but marking up your own reviews on your own site goes against Google's rich results guidelines.
- I'd run a page through Google's Rich Results Test before removing that rating markup, as I couldn't re-check it after the firewall started blocking me.
- I've attached 9 corrected JSON-LD snippets that are ready to paste in (not included in this sample).
- Do the location page markup after the Marlbury page and the location rewrites are done, so there's something to mark up.

BOT PROTECTION

- SiteGround's bot protection is blocking crawlers that don't run JavaScript. Instead of the page, they get a 202 response and a captcha challenge, and that includes `/robots.txt` and `/sitemap_index.xml`.
- It still happened when I pretended to be Googlebot, so it's based on behaviour and IP rather than user agent.
- It's not just down to my audit either. Another big SEO crawler's data shows 403 errors across a lot of your URLs, collected over several days at normal speed.
- Googlebot and Bingbot are usually allowlisted by hosts like SiteGround, so they're probably fine. The AI crawlers (GPTBot, ClaudeBot, PerplexityBot) usually aren't, which means the Allow rules in your robots.txt probably aren't doing anything.
- There's a customer risk here too. The challenge needs JavaScript and cookies, so someone on a locked down browser or a flagged mobile network could get a captcha instead of your site, at the roadside, on mobile data. Worth testing.
- To check Google is OK, run a live URL Inspection in Search Console on 3 or 4 pages and look at Crawl Stats for any odd response codes. If Googlebot gets through cleanly and SiteGround's security log shows no challenges against known crawler IPs, then it's only the AI crawlers being affected.
- Run the site through the free AI Visibility Checker too. It shows which AI crawlers can actually reach the site.

SECURITY / BACKLINK PROFILE

- With no manual action, any recovery is algorithmic, so you don't need a reconsideration request.
- The 2025 spam injection was cleaned up properly (410s rather than WordPress's default 404s, which is the right signal), and Search Console shows Google never picked up the spam URLs.
- However `/ru/wp-klient.php` returns a 301 rather than a 404, so something on the site is still matching that route. That filename is associated with WordPress backdoor shells. It's the closest thing we have to evidence that the way they got in is still open, so I'd get this looked at straight away.
- Alongside that I'd do a full security pass:
  - malware and file integrity scan with Wordfence
  - check plugins and themes against mid-2025 vulnerabilities
  - a look through the admin accounts for anything you don't recognise
  - new security keys, salts and passwords

- Don't build a disavow file though. Without a manual action, Google is already ignoring these links, and a badly scoped disavow can strip out good links as well. Keeping an eye on it monthly is enough.

GENERAL

None of these are urgent, but they're worth doing when someone's in there anyway:

- Typo in a URL: `/blog/ftat-tyre-abbots-wenham/` should be "flat". The page title is fine, it's just the slug. 301 it to a corrected URL.
- The contact page hero says "We Would Love To Here From You" (should be Hear). It's above the fold on a conversion page so worth a quick fix.
- Review counts are out of date all over the place. Schema says 440, one page says "300+", `/reviews/` says "400+", and the real number is 456. Nothing dishonest, just not kept up to date, and you're underselling yourself by about a third on that one page.
- `local-sitemap.xml` only has one entry, pointing at a `locations.kml` file. It's an old Rank Math feature that doesn't do anything for SEO now.
- `/faqs/` has no FAQPage schema (two of the blog posts do). Add it.
- The site isn't verified in Bing Webmaster Tools. That's a 10 minute job, and Bing's index feeds Microsoft Copilot.
- The blog template has a bit of layout shift (CLS 0.107 on `/blog/how-to-check-tyre-tread-depth/`, lab data). Adding width and height to the article images should sort it.

WHAT'S ALREADY WORKING

There's a fair bit that's set up well, so make sure none of this gets broken while the above is being done:

- Reviews. 456 genuine Google reviews at 5.0, plus Trustpilot and Birdeye. It's the strongest thing the business has and the site barely uses it.
- The sitemap is spot on. Valid XML, real lastmod dates, none of the old priority/changefreq tags, and it matches the live site exactly (55 of 55 URLs).
- HTTP to HTTPS, www to non-www and missing trailing slashes all redirect in a single hop, and canonicals are self-referencing throughout.
- Everything is server side rendered with the right meta robots and mobile viewport tags, and there's no accidental noindex anywhere.
- The 2025 hack cleanup was done properly with 410s.
- Real photos of the van and the technicians (covered above).

- The homepage hero, which just needs copying to the other pages.
- The informational blog posts on tread depth, sidewall damage and TPMS are solid. They give hard facts (1.6mm UK legal limit, the £2,500 fine, British Standard AU 159), which is exactly the kind of thing AI answer engines like to cite.
- Your service area copy names actual towns and a 15 mile radius, rather than the usual "and surrounding areas" filler.

WHAT TO TRACK

These are the numbers I'd keep an eye on:

WHAT TO CHECK	NOW	WHAT WE WANT TO SEE
`/blog/page/99/` status code	200	404. The clearest sign the pagination fix has landed
Crawl requests to `/blog/page/` (Search Console > Crawl Stats)	Most of the crawling	Dropping off within a fortnight, with the location pages getting crawled more often
Non-branded clicks (Search Console, 90 days)	~118 of 167	Steady growth. Leave the GMB name query out when you split branded vs non-branded
Position for `/mobile-tyre-fitting/`	52.8	Into the 20s. It already gets 1,300 impressions at 0.15% CTR
Marlbury page impressions	No page yet	Any impressions at all once it's live
Mobile LCP on the homepage	11.2s (lab)	Under 2.5s
CrUX field data	None	Any data showing up, which would mean real traffic is high enough for Google to report on
GMB views and calls	97 clicks / 90 days	More reviews coming in and more calls. Track these separately to Search Console

FIRST STEPS

1. Get the blog pagination returning 404s after the last real page. Everything else depends on this one.
2. Fix the call link on `/mobile-tyre-fitting/` and check every other tel: link on the site.
3. `/ru/wp-klient.php` needs looking at, along with the full security pass.
4. Build the new Marlbury page and fix the wrong town copy on Kingsmere.
5. Rewrite the failing location pages, then merge the 5 doubled up towns into their service pages and 301 the blog posts.
6. Copy the homepage hero and a sticky call bar onto the service and location pages.
7. Sort out the GMB name, fill in every field, and set up the review SMS.

After that it's pricing, schema and site speed in weeks 6-12, all covered above.

Please let me know if you have any questions.
Thanks

YOUR SITE NEXT

WANT A PLAN LIKE THIS FOR YOUR SITE?

- 1-hour Zoom call with me
- A written Plan of Attack like this one
- The call recording to keep

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