

SEO REPORT

SEPTEMBER 2022



Seo Report Summary

Table Of Contents.

1. Relevant Keyword Research	✓
2. Analytics Setup	✓
3. Search Console Setup	✓
4. Meta Tags & Heading Tag Optimization	✓
5. Schema Markup Integration	✓
6. Site Map Creation / Robot.txt	✓

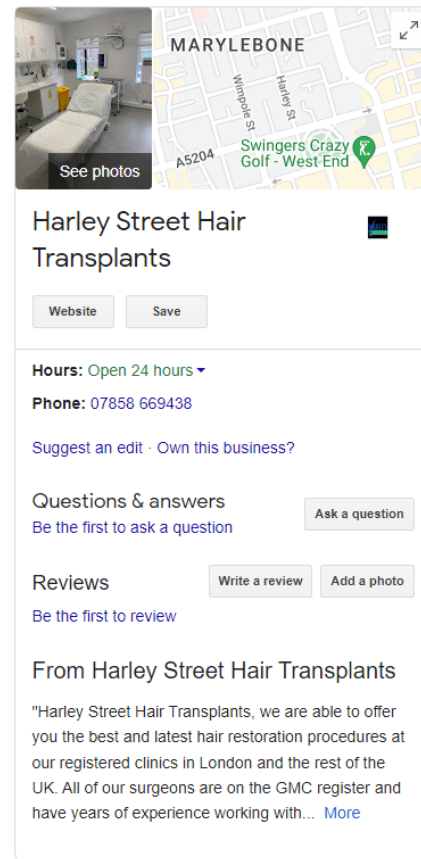
7. Image Optimization	✓
8. Google Speed Optimization	✓
9. Social Media Integration	✓
10. SEO Website Audit	✓
11. URL Structure	✓
12. SSL Certificate	✓

Google My Business (GMB)

Google My Business provides you with the ability to list your business location on Google Maps and local search results. You can display important information about your business, including the opening/closing times, contact details or a link to your website.

More recently Google has also released a new feature allowing you to post a link to articles or up and coming events. More about that later.

The listing is free but it should be regarded as a necessity by all businesses. If your business is an online business and you don't have a physical shop then you should still consider having a Google My Business page.



Google My Business (GMB)

PERFORMANCE

Total Number OF searches recorded on Google For Harley Street Hair Transplants were 68 users .

26 OF Them visited Harley Street Hair Transplants Listing on Map.

35 Visit Through Searches View on Harley Street Hair Transplants Google My Business Listing..

PERFORMANCE

Views

49

Searches

33

Activity

35

Search views

23

Maps views

26

Performance over the past 28 days

These Are The Suggested **Keyword For Your Website.**

Keyword	Search Volume
hair transplants treatment	100 – 1K
best hair transplant in uk	100 – 1K
best hair transplant clinic london	100 – 1K
best hair loss treatment in liverpool	100 – 1K
best beard transplant in liverpool	10 – 100
best dhi hair transplant	100 – 1K
hair transplant clinic edinburgh	10 – 100
best hair transplant edinburgh	10 – 100
best transgender hair transplant surgery	10 – 100
affordable fut hair transplant	10 – 100



Congratulations! **We have successfully Integrated Google analytics** on your website.



Users

Daily Unique Users over time.



New Vs Returning

New vs returning customers



Views

Website pages views over time.



Sessions

Number of session over time.



Devices

Device category with session figures



Demographics

Your audience age and gender breakdown



Countries

Map of your audience showing countries ranked by sessions



Cities

Audience cities ranked by users.

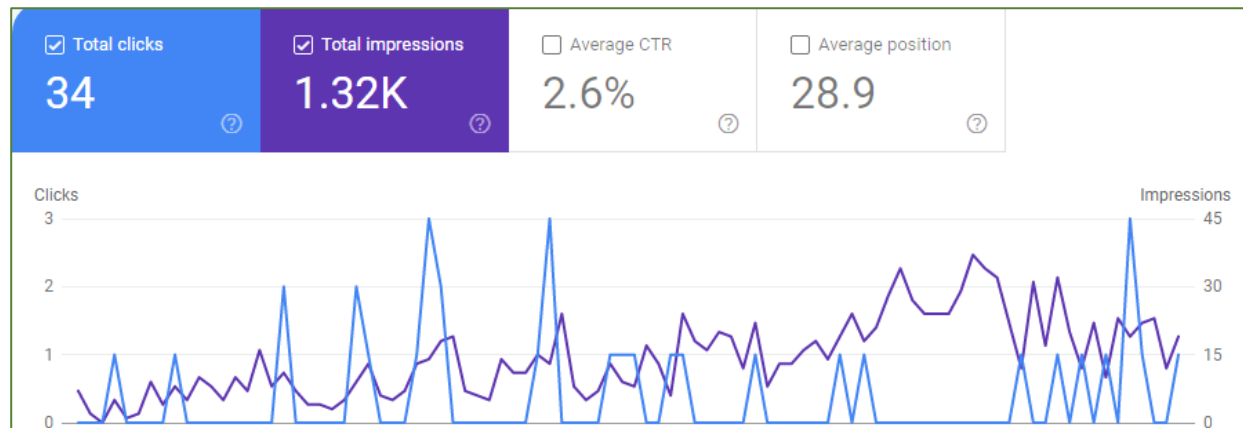


Bounce Rate

Bounce rate tracked over time



Congratulations! **We have successfully Integrated Google Search Console** on your website.



Clicks

How many times a user clicked through to your site.



Impressions

How often your website is shown in the search results.



Average CTR

The percentage of impressions that resulted in a click.



Average position

The average position of your site in search results



We have Implemented **Meta Title, Meta Description**
and Heading Tags on your website.

How People will see you

Google

Harley Street Hair Plant | Best Hair Transplant and Surgery in UK

<https://harleystreethairtransplants.org/>

Searching For the Best Hair Transplant Surgeon? At Harley Street Hair Transplant, Hair Transplant Specialists With Years Of Experience In This Profession Give...

How People will see you

**Harley
Street Hair
Transplants**

What we did

```
<title>Harley Street Hair Plant | Best Hair Transplant and Surgery in  
<meta name="title" content="Harley Street Hair Plant | Best Hair Trans  
<meta name="description" content="Searching For the Best Hair Transpla
```

What we did

```
<h1 class="heading-title"> == $0  
  "Harley"  
  <span class="style-color">  
    <span>Street Hair</span>  
  </span>  
  "Transplants"
```



We have Successfully **Integrated XML Sitemap
& Robots.txt** on your website.

Then



Sitemap Test

Your Website was missing a "sitemap.file".

Now



Sitemap Test

Congratulations! Your website has a sitemap file.

<https://harleystreethairtransplants.org/sitemap.xml>

Then



Robots.txt Test

Your Website was missing a "Robots.txt".

Now



Robots.txt Test

Congratulations! Your website uses a "robots.txt" file.

<https://harleystreethairtransplants.org/robots.txt>



Congratulations! **We have successfully Optimize your website speed** for **Mobile** and **Desktop**.

Site Speed is Crucial to your SEO Health. Every additional 0.5s it takes to load your site drastically increases the % of Visitors that will leave your site.



Then

20

Seconds

Now

03

Seconds

Then



Now



Mobile

Then

13

Seconds

Now

04

Seconds

Then



Now





Congratulations! **We have successfully Updated Schema Data** on your Website.

What is structured data ?

Structured data, also called schema, is a type of code that makes it easier for search engines to crawl, organize, and display your content.

What we did

```
<script type="application/ld+json">
{
  "@context": "https://schema.org/",
  "@type": "WebSite",
  "name": "Harley Street Hair Transplants",
  "url": "https://harleystreethairtransplants.org/",
  "potentialAction": {
    "@type": "SearchAction",
    "target": "{search_term_string}",
    "query-input": "required name=search_term_string"
  }
}
</script>
```

Type of Schema Integrated

✓ Breadcrumbs	1 valid item detected	>
✓ Local businesses	1 valid item detected	>
✓ Logos	1 valid item detected	>
✓ Sitelinks searchbox	2 valid items detected	>



Congratulations! **Your Social Media Channels have been Integrated** on your Website.



Social Media Test

Congratulations! Your Website is connected successfully with social media



About

We offer a variety of hair transplantation procedures in CQC registered clinics across the UK.





Congratulations! **Your Website**
SEO audit is completed.

Then

8305

Errors

5,2022

Warnings

36,994

Notices

Now

0

 Errors

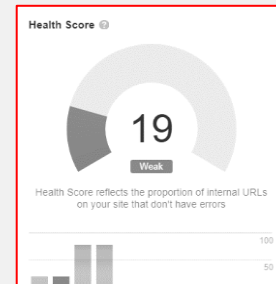
75

 Warnings

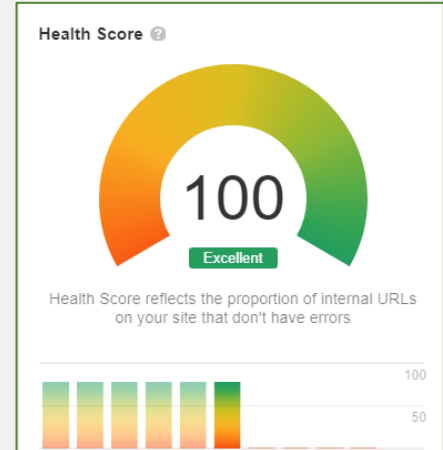
10

 Notices

Then



Now





Congratulations! **We have successfully optimized your website images.**



Responsive Image Test

All Images in your website are properly sized for different users' viewports.



Image Aspect Ratio Test

All image display dimensions match the natural aspect ratio.

Alt tags checker

Enter the URL below to check the alt texts

<https://harleystreethairtransplants.org/>

Check



best hair transplant clinic
london



best hair transplant clinic



FUE Hair Transplant



Beard Transplant



Eyebrow Transplant



DHI Hair Transplant



PRP Hair Treatment



Crown Hair Transplant

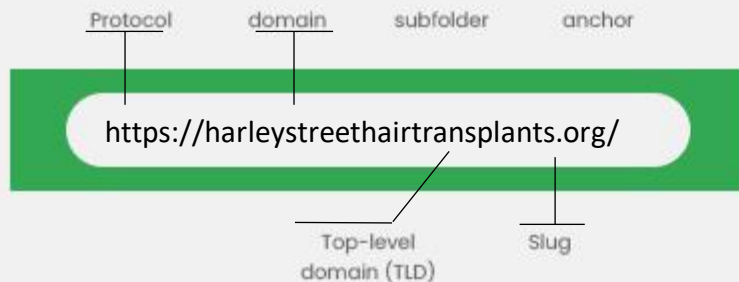


Congratulations! **Your Website Url Structure has been Optimized.**

Then

`https://harleystreethairtransplants.org/test/`

Now



What is a good URL ?

1. it is not too long
2. it has no characters that need encoding (Spaces, *, <, >, #, %, |)
3. it contains keywords
4. it is readable and easy-to-understand
5. it includes a logical folder structure
6. it has HTTPS instead of HTTP

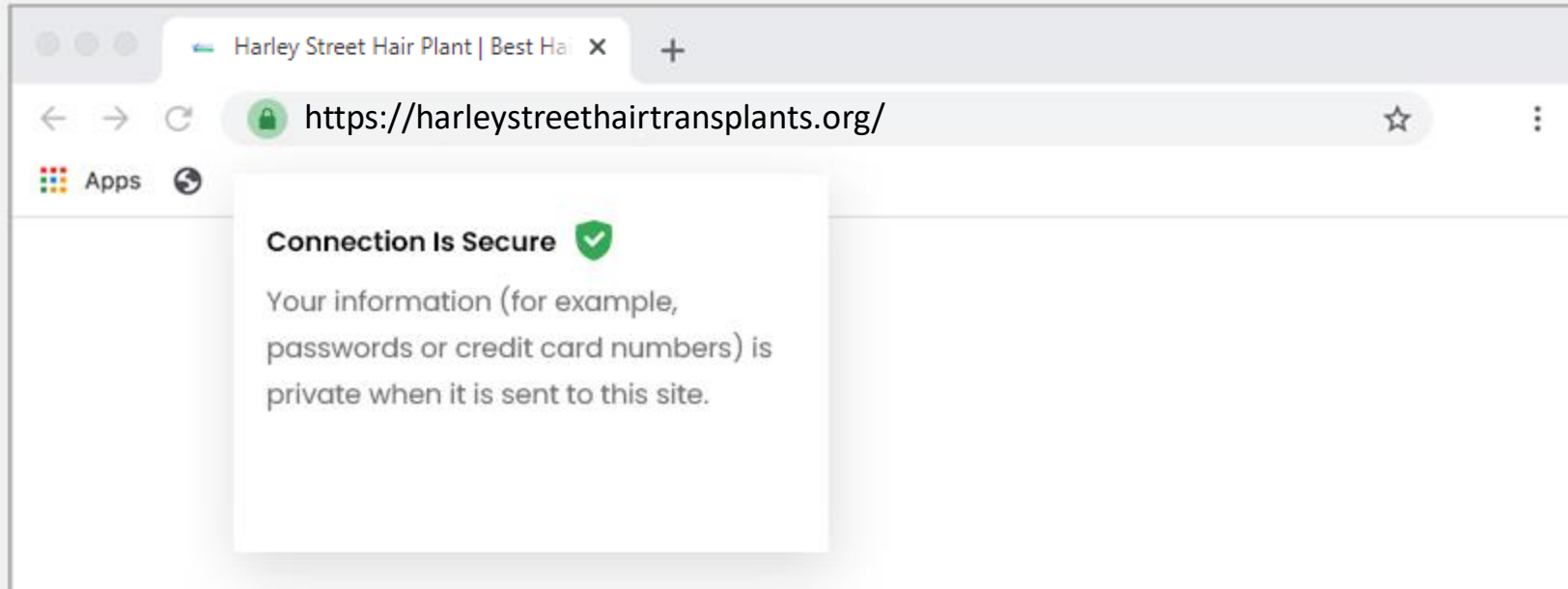


Congratulations! **SSL Certificate has been Installed** on your website.

Then

 Not secure | <http://harleystreethairtransplants.org/>

Now



Thank You!



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