SAMPLE · FICTIONAL BUSINESS AND FIGURES

marketing studio uk

JUST FOR YOU

SEARCH REPORT & PLAN

Sam, people want your kitchens. Google just isn't telling them.

Where examplejoinery.co.uk stands in Google search today, what's holding the clicks back, and a three-phase plan to fix it.

Prepared for Sam Example, Example Joinery Co. (Leeds)
Prepared by Marketing Studio UK
Date Sample report
Data Google Search Console, last 3 months

420

searches for "bespoke kitchens leeds" showed you on page 2. One clicked.

THE SHORT VERSION

01 Where you stand

Google is showing your site more each month, but clicks are falling. Half your clicks come from people who already know your name, so new customers are slipping past.

2,940
times your site appeared in Google

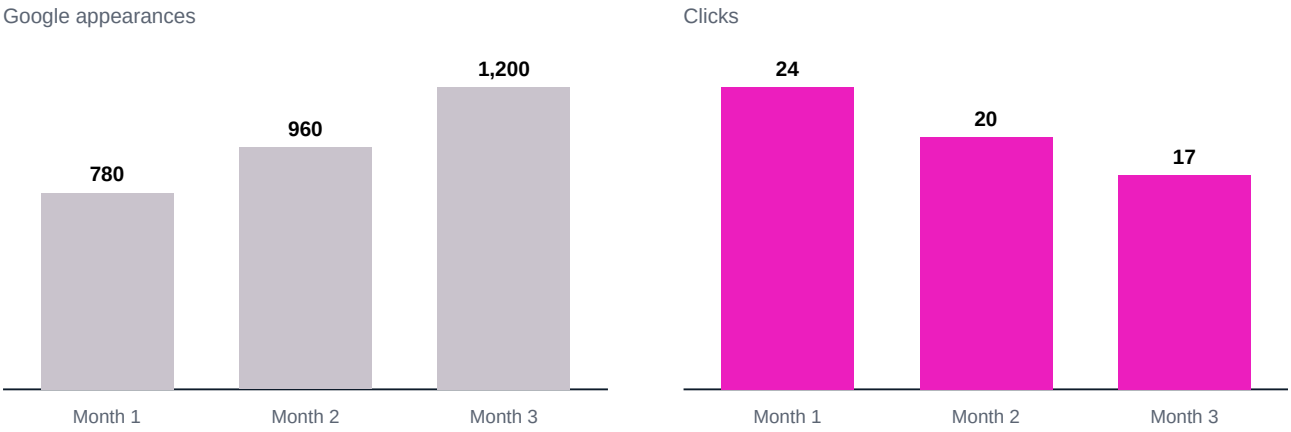
61
clicks to your site

30
of those were searches for your name

~14
average position (top of page 2)

Your money pages, kitchens and fitted wardrobes, are close to page 1 for the searches that bring paying customers. A few clear titles, one new page and better links between your pages should move them up.

Seen more each month, clicked less



Sample figures for illustration.

> **What this means:** Google is trying you against more searches, which is a good sign. But your listings don't look like the answer, so the share of people who click has fallen from 3.1% to 1.4%.

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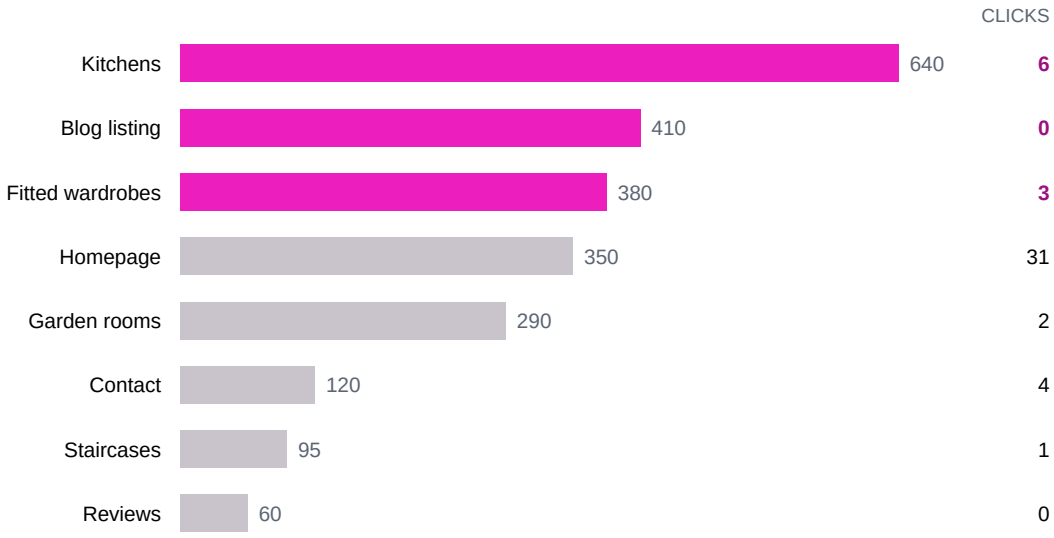
YOUR PAGES

02 Which pages are seen, and which are clicked

Your homepage earns most of your clicks. Three pages, highlighted below, are seen hundreds of times but rarely clicked, and two of them are the pages that sell.



Bar = times shown in Google. Sample figures for illustration.

- **Kitchens.** The title is just "Kitchens | Example Joinery". It doesn't mention bespoke or Leeds, the two words people search with.
- **Blog listing.** It's shown for project searches, but the title gives no reason to click.
- **Fitted wardrobes.** It ranks 8th, but the description is cut off mid-sentence in Google.

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THE SEARCHES

03 The searches you're nearly winning

WHAT PEOPLE SEARCHED	TIMES SHOWN	POSITION	CLICKS
bespoke kitchens leeds	420	11.4	1
fitted wardrobes leeds	210	8.2	1
oak staircase cost	95	6.0	0
handmade kitchens yorkshire	80	14.7	0
garden room with planning permission	65	18.3	0

> **The biggest gap:** "oak staircase cost" shows you in 6th place, but you have no page about staircase prices, so Google is showing a gallery page. A short, honest pricing guide would match the question and bring enquiries.

04 What's already working

- **The technical basics are sound.** Pages load quickly, nothing is blocked, and the sitemap is in place.
- **Your name search is strong:** position 1.
- **Your reviews page is a real asset.** It just needs linking from your service pages.

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THE PLAN

05 Suggested plan

Three phases, starting with changes that take hours, not weeks. Nothing goes live until you approve it.

MONTH 1
Quick wins

1. **Rewrite titles and descriptions** for Kitchens, Fitted wardrobes and the blog, using the words people search with.
2. **Publish an "Oak staircase cost" guide** with honest price ranges, linking to your staircase gallery and contact page.
3. **Link your reviews** from every service page.

MONTH 2
Page 2 to page 1

4. **Strengthen the Kitchens page** with a Leeds projects section, an FAQ and before-and-after photos.
5. **Add a garden rooms planning guide.**

MONTH 3
Worth linking to

6. **Kitchen budget calculator.** It attracts links and gives you warmer enquiries.

How we'll measure it

WHEN	WHAT WE CHECK	WHAT GOOD LOOKS LIKE
4 weeks	Clicks on the retitled pages	At least 1 in 30 appearances clicked
4 weeks	New staircase guide	Indexed and showing for "oak staircase cost"
8 weeks	"bespoke kitchens leeds"	On page 1

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