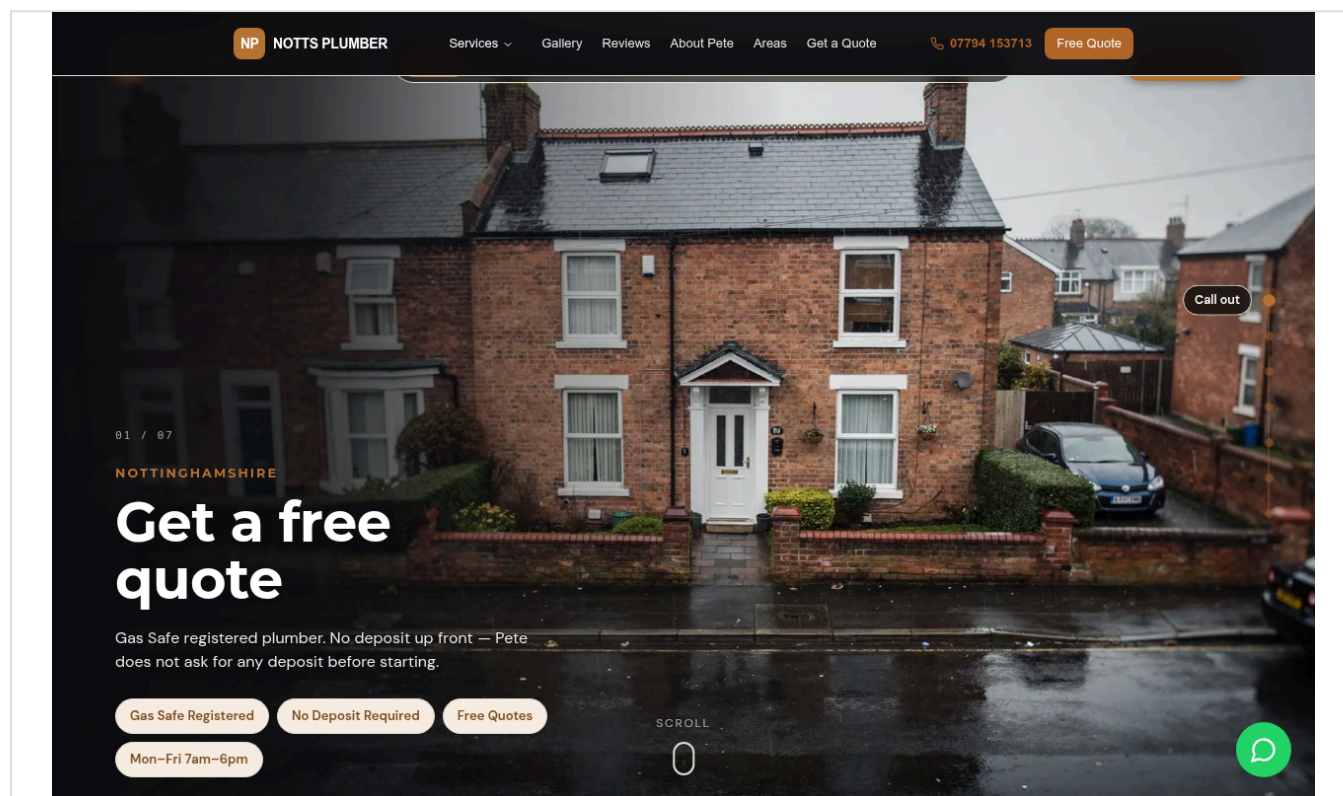




Search Visibility Audit nottsplumber.co.uk

Full-site crawl · ranking position · keyword opportunity · corrected page copy



AUDITLODGE · nottsplumber.co.uk

Prepared 31 August 2026 at 16:44

Vitadefence Ltd, UK company 15979768

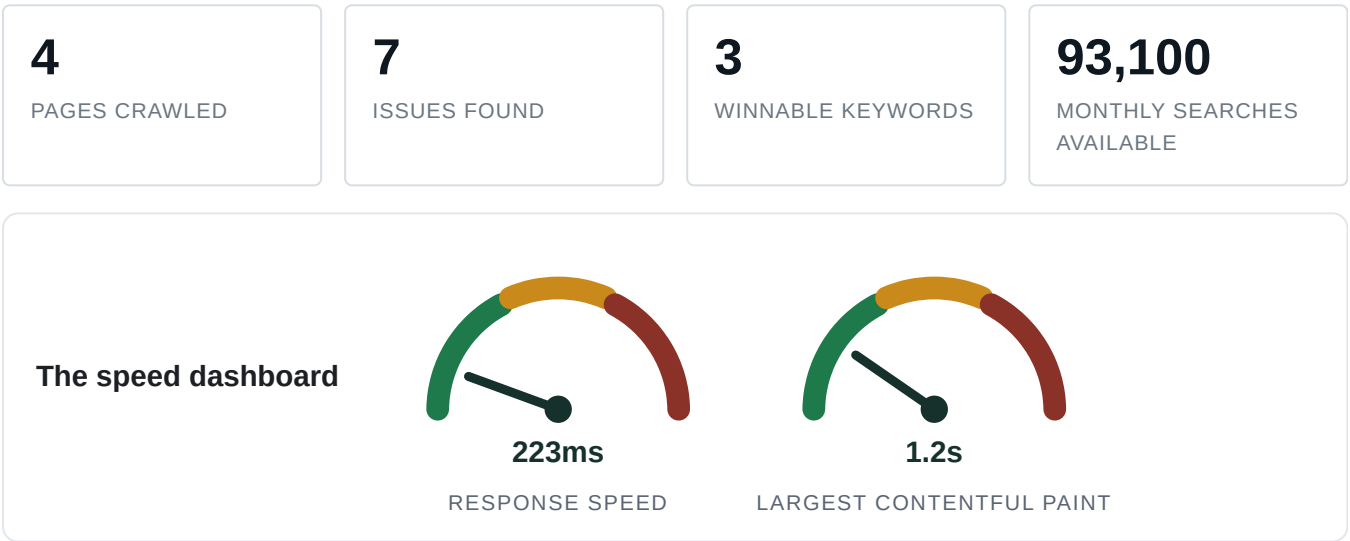
Every figure in this document was measured on the live site and the live Google index on the date above. Nothing is estimated by hand.

1. The verdict

The site is not broken. It is invisible.

It holds no page-one positions, and 0 of its own links and pages are dead ends.

nottsplumber.co.uk ranks for 1 organic keywords. They sit between position 43 and position 43. Roughly 1 visits a month arrive from search. Meanwhile 93,100 monthly searches sit on phrases measured winnable for this site.



Your grade: D — 53.2 out of 100. Findability 29.0 · Condition 89.5. Findability asks whether anyone can find you; condition asks whether the site itself is in order. The fixes in this report are the route to moving both.

The crawl read 4 pages against the 4 addresses the sitemap listed when the crawl ran: 4 answered normally, 0 were missing, 0 redirect permanently and 0 redirect temporarily.

2. Where you rank today

These are the best positions the site currently holds. Position 43 means roughly page 5. In practice customers rarely look past page one.

Keyword	Your position	Monthly searches
plumbers newark on trent	43	480

The closest door to page one is “plumbers newark on trent” at position 43 with 480 monthly searches — 33 places from page one. Every position gained there is measured, not guessed — re-run this audit after the fixes and watch that number move.

Link authority. The link index records 36 backlinks from 36 referring domains for this site (the ones we could name one by one are in the links table). Links are how search engines decide who to trust; the counts here are measured, not estimated.

AI answers. On the 1 ranked searches measured, this site is not yet cited inside Google's AI Overviews.

Who Google puts above you — 20 rivals, named

The sites Google actually ranks for the searches this site competes on, with the searches they share and the traffic those positions earn them. These are not necessarily rivals in business — forums, marketplaces and magazines appear here because they hold the page-one spots for the searches your customers type. Nobody here is talking about you; they are simply standing where you want to stand, and every position they hold is one a customer finds before yours.

Competitor	Avg. position	Shared searches	Est. monthly visits
paulderry.co.uk	5	1	87
rdl-gas.co.uk	12	1	146
checkatrade.com	1	1	145
keithsell.co.uk	2	1	77
able-group.co.uk	3	1	46
petermurrayplumbing.co.uk	4	1	31
sr-plumbing.co.uk	5	1	22
trustatrader.com	6	1	16
facebook.com	9	1	7
plumberinnewark.co.uk	10	1	5
hamuch.com	11	1	4
clearflowplumbers.co.uk	12	1	3
192.com	13	1	2
mybuilder.com	14	1	2
bcooperheating.com	15	1	2
stewartsplumbingservices.co.uk	16	1	2
kjgroup.uk	17	1	2
myjobquote.co.uk	18	1	1
newarkplumbingsupplies.co.uk	22	1	1
houzz.co.uk	24	1	1

The links, named one by one

Three counts, three sources: the link index counts 36 backlinks from 36 referring domains for this site; 36 of those links came back with a source we could name (your backlinks file); the 34 strongest are below, ordered by the linking domain's authority. A high spam score is the poison; lost or broken ones leak trust.

From	Points at	Authority	Spam score	Notes
drjack.world	/	50	50	nofollow
bye.fyi	/	48	50	nofollow
quero.party	/	44	50	nofollow
buzzshrink.website	/	42	50	nofollow
shortenurls.eu	/	40	50	nofollow
sites.jake.eu	/	39	50	nofollow
screenshots.wiki	/	39	50	nofollow
m98ufa.com	/	38	75	
sergechel.info	/	37	60	
global-rank.pages.dev	/	36	35	nofollow
theforbestimes.com	/	33	60	
ready.pro	/	32	50	nofollow
betulcrime.com	/	31	60	
web.thecloudherald.com	/	31	60	nofollow
way2check.cv	/	27	60	
alljobs.info	/	27	50	
getwebsiteworth.com	/	23	50	
global-website.pages.dev	/	21	35	nofollow
quotesblom.com	/	20	60	
www.betwinnermirror.com	/	20	70	
booksreadr.org	/	20	60	
www.musweb.org	/	17	60	
linkmetrics.pro	/	15	20	nofollow
www.websiterace.com	/	14	50	
www.simplewebdirectory.com	/	13	60	
www.read.org.in	/	12	60	

australianwebdirectory.pro	/	12	70
plumeriamarketing.com	/	9	70
ggmap.us.com	/	8	60
uncledspizza.com	/	3	60
homesforsaleoldgreenwichct.com	/	3	70
plurio.shop	/	0	60
www.tunca.org	/	0	50
2x9.co	/	0	75

The live results for the top searches

Read from the live results page for each search: whether Google shows an AI answer above everything, and who holds the first organic spot.

Search	AI answer shown	First organic result
plumbers newark on trent	no	www.checkatrade.com

3. What the crawl found

Every one of the 4 crawled pages was checked. 7 individual faults were recorded, each with its fix in the appendix.

Fault	Severity	Pages affected
Meta description too long meta-description-too-long	INFO	3
Page is noindex noindex-page	INFO	2
Title too long title-too-long	INFO	2

4. Dead ends

No broken internal links and no dead URLs were found on the crawl.

5. Pages competing against each other

No two pages share a title on this crawl.

6. Why the pages do not rank

No naming mismatch was found on this crawl: the measured pages already pair with phrases people really type.

7. The opportunity, measured

39 keywords were measured for this site. **3 pass the tests**: real search volume (at least 1,000 a month in this set) at a difficulty the site can reach (15 or under here). Together they represent **93,100 searches every month**. Each row names the page to make.

Keyword	Monthly searches	Difficulty	Ad cost per click	The page to make
plumbers near me	90,500	6	\$8.50	a buying guide for “plumbers near me”, linked from the matching product
plumbers near me small jobs	1,600	15	\$4.90	a buying guide for “plumbers near me small jobs”, linked from the matching product
cheap plumbers near me	1,000	3	\$11.08	a buying guide for “cheap plumbers near me”, linked from the matching product

3 of 3 shown, ordered by search volume. The full set is supplied as a spreadsheet. "Ad cost per click" is what an advertiser currently pays for one visit on that phrase.

8. What has already been rewritten for you

2 live, indexable pages carried a meta description that ran past the 155-character snippet. Every one has been trimmed to fit, using the page's own facts — no new claims, no new numbers.

2

DESCRIPTIONS REWRITTEN

125

LONGEST NEW DESCRIPTION

0

STILL OVER THE LIMIT

Before and after

Page	Now	Rewritten
/	Gas Safe registered plumber in Newark, Nottingham & Nottinghamshire. Bathroom & wet room installations, boiler repairs, central heating & landlord gas safety. 10/10 on Checkatrade, 55+ verified reviews. Free quotes, no deposit. 227 characters	Gas Safe registered plumber in Newark, Nottingham & Nottinghamshire. Bathroom & wet room installations, boiler repairs 118 characters
/work	Real photographs of recent bathroom, wet room, boiler and central heating jobs by Pete Jones Plumbing & Heating across Newark, Nottinghamshire and Lincolnshire. 160 characters	Real photographs of recent bathroom, wet room, boiler and central heating jobs by Pete Jones Plumbing & Heating across Newark 125 characters

2 of 2 shown. The complete set is in Appendix A and as a CSV ready to import.

9. What the AI assistants say about your market

Search is no longer only a list of ten blue links. People ask an assistant, and the assistant answers with a handful of businesses and a handful of sources. This section is that answer, measured — not guessed.

These numbers move. Unlike a page count, what an assistant names changes week to week as it re-reads the web. A different number next month is the measurement working, not the measurement being wrong. That is exactly why we take it again at your re-check.

The short answer

The assistants returned no combined total for this market yet.

Your own numbers

The assistants' own tally for this site came back empty on this run. The count in section 1 is a different measure - the assistants' own mention index - and the live answers there are the ones we asked for and read.

Who the assistants name

We asked, and in this market the assistants named nobody consistently enough to report. That is the honest answer, and it means the space is open.

Which sites they cite instead

No site was cited often enough to name. Nobody owns this answer yet.

Which pages the assistants quote

No page was quoted often enough to name. Nothing to copy yet — and nothing standing in your way either.

What kind of business they name

The assistants did not settle on a category for this market.

The mentions themselves

No individual mention came back for this market, so there is nothing to show you underneath the counts.

Before now

There is no history for this market before today, so this report is the baseline itself.

What has moved

This is the first time we have measured it, so there is nothing to compare against yet. Your re-check in thirty days is the comparison.

One honest limit: the assistants' mention counts are available for the United States and English only. Outside that, the figures above are the Google assistant's half of the picture.

Appendix A — all 2 rewritten descriptions

Page	Was	Rewritten (character count)
/	227	Gas Safe registered plumber in Newark, Nottingham & Nottinghamshire. Bathroom & wet room installations, boiler repairs (118)
/work	160	Real photographs of recent bathroom, wet room, boiler and central heating jobs by Pete Jones Plumbing & Heating across Newark (125)

Appendix A — method

Step	What was done
Crawl	Full site crawl on the audit engine's own crawler: 4 pages read, 4 listed in the sitemap.
Faults	7 rows, pulled per fault type so nothing was truncated.
Rankings	1 ranked keywords with live positions, measured, not estimated.
Keywords	39 keyword rows measured for this site; 3 pass the winnable tests.
Rewrites	2 descriptions regenerated from each page's own text, 0 over the 155-character limit after rewriting.
Coverage	The full audit: every measurement tool on our engine ran against this site. The only checks not included are the two that need the site owner's own Google Search Console sign-in, which no outside audit can reach.

Report generated 31 August 2026. Crawl reference 20260831-164410-43d371.

Appendix B — every fault, page by page

Each fault the whole-site crawl found, with the exact fix. The fault is shown in red, the fix in green — apply the green.

Meta description too long — 3 pages

Page	The fault	The fix
/	INFO Meta description too long	Trim the description to roughly 70–160 characters while keeping the core message and call to action.
/privacy	INFO Meta description too long	Trim the description to roughly 70–160 characters while keeping the core message and call to action.
/terms	INFO Meta description too long	Trim the description to roughly 70–160 characters while keeping the core message and call to action.

Page is noindex — 2 pages

Page	The fault	The fix
/privacy	INFO Page is noindex	If this page should rank, remove the noindex directive. If it's intentional (admin, thank-you, filter pages), no action is needed.
/terms	INFO Page is noindex	If this page should rank, remove the noindex directive. If it's intentional (admin, thank-you, filter pages), no action is needed.

Title too long — 2 pages

Page	The fault	The fix
/	INFO Title too long	Shorten the title to roughly 50–60 characters, front-loading the most important words.
/work	INFO Title too long	Shorten the title to roughly 50–60 characters, front-loading the most important words.

Appendix C — what this report drew on

Every figure in this report was bought fresh for this run on 31 August 2026. Nothing was reused from an earlier audit, nothing was estimated by hand, and where a measurement could not be taken the section that needed it says so in plain words.

Your action plan — step by step

Everything measured in this report comes down to the steps below. They are in priority order, and each one is already sized from your own data. Work through them from the top.

1. **Apply the 2 rewritten descriptions.** Supplied ready to import.
2. **Build for the 3 winnable phrases** — one page per phrase group, linked from the matching product.
3. **Earn links.** 36 referring domains is the ceiling on everything above.
4. **Measure monthly.** Re-crawl and re-check position on the 39 phrases so the work is proven, not assumed.

Who does this? Hand this page to your web developer or any SEO provider. Every step names the exact pages, phrases and fixes from this report, so there is no guesswork and nothing for them to research — they can action it straight away.

What the words in this report mean — in plain English

You do not need any of this vocabulary to follow the plan above. But if a word in this report made you frown, here is what it means, in plain English.

The word	What it actually means
Backlink	another website putting a link to yours on one of its pages. Search engines read each one as a small vote of confidence — links from real, respected sites help you; links from spammy sites can hurt you.
Meta description	the short sentence under your name in a search result. It does not change your position, but it is your shop window — a clear one gets more of the people who SEE you to actually CLICK you.
Title tag	the blue headline line of your search result, and the words on the browser tab. Search engines weigh it heavily when deciding what your page is about.
Keyword	any phrase people type — or say — when they search. “emergency plumber newark” is a keyword. This report measures the ones your site already appears for, and the ones within reach.
Search volume	how many times a month people search that exact phrase. High volume = a busy street; zero volume = a street nobody walks down.
Keyword difficulty	a 0–100 score of how hard it is to reach the first page for that phrase, based on who already holds it. Low numbers are winnable fights.
Ranking / position	where your page sits in the results list for a search. Position 1 is the top of page one; position 11 is usually page two, where very few people ever look.
AI mentions / citations	when an AI assistant (ChatGPT, or the AI answer box at the top of Google) names or quotes a website in its answer. More people ask AI instead of searching every month — being the site the AI cites is the new page one.
AI search volume	how many times a month people put a question to AI assistants rather than typing it into a search box — measured per question.
Broken internal link	a link on your own site that points to a page that no longer answers. Visitors hit a dead end; search engines waste their visit on it.
404	the error code a server sends when a page does not exist. A visitor sees a “page not found” screen — and usually leaves.
Redirect	an automatic forward from an old address to a new one. Sensible when a page moves; a problem when they chain or point at dead ends.
Sitemap	a file on your site that lists every page you want search engines to know about — the map you hand the crawler at the door.
Crawl / crawler	the automatic visit a search engine pays your site, following every link and reading every page. What it cannot reach, it cannot rank.
Indexable	whether a page is allowed into the search engine's library at all. A page blocked from the index can never appear in results, however good it is.
Canonical	a tag that tells search engines which address is the “real” copy of a page, so two versions of the same content do not compete with each other.
Alt text	the written description attached to an image. Screen readers speak it, and search engines read it — an image without it is invisible to both.

Page speed (LCP)

how long the main part of your page takes to appear. Google measures it as LCP — “largest contentful paint” — and slow pages lose both visitors and positions.
