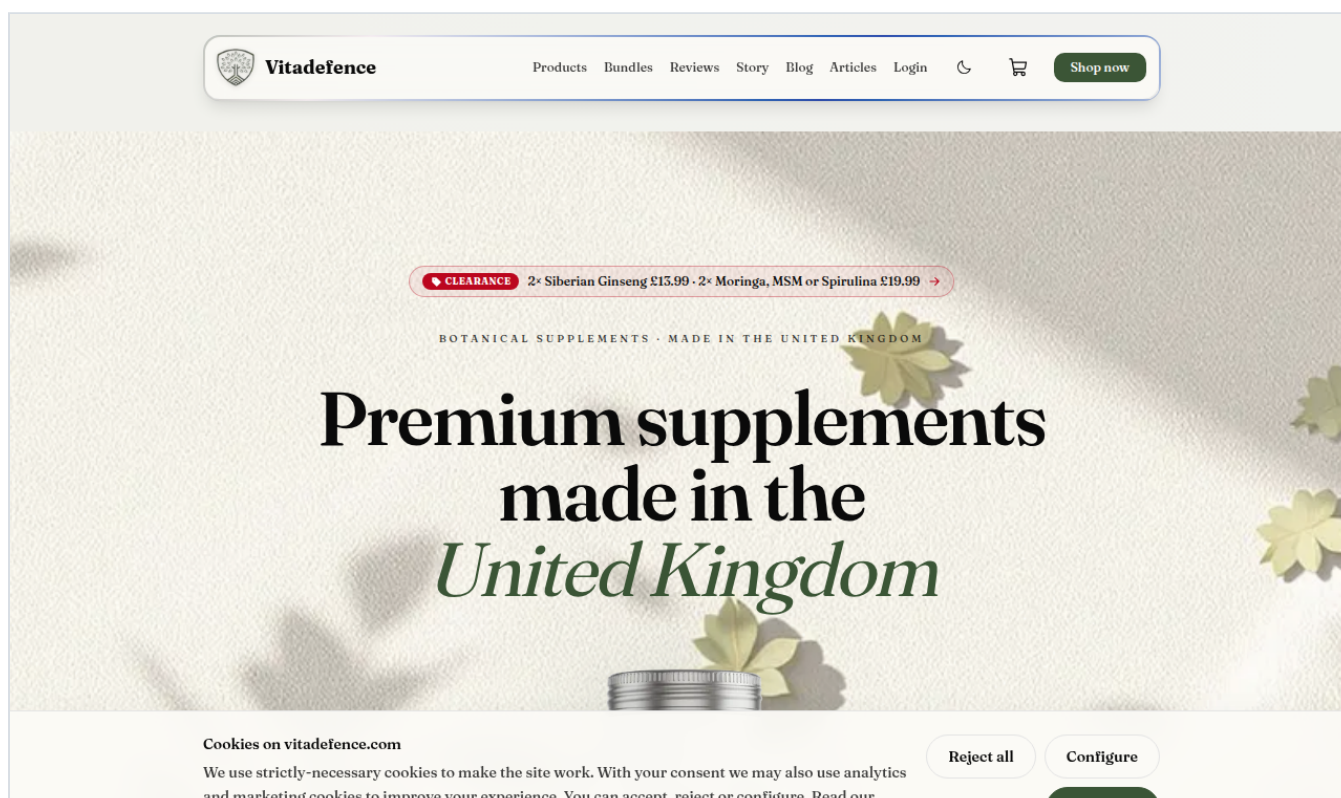




Search Visibility Audit vitadefence.com

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



Prepared 2 August 2026 · 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 is technically sound and it publishes more content than its competitors. But it holds no page-one position for a single commercial phrase, and 105 of its own links and pages are dead ends.

vitadefence.com ranks for 100 organic keywords in the UK. They sit between position 14 and position 112 — almost all beyond page one. Roughly 89 visits a month arrive from search. Meanwhile 8,500 monthly searches sit on phrases you already have a product for, at a difficulty score you can realistically beat.

400

PAGES CRAWLED

631

ISSUES FOUND

138

WINNABLE KEYWORDS

8,500

MONTHLY SEARCHES AVAILABLE

Crawl completed 400/400 pages against a sitemap of 385 URLs. 335 returned HTTP 200; 50 returned 404; 13 redirect permanently; 2 redirect temporarily.

2. Where you rank today

These are the best positions the site currently holds. Position 37 means roughly page four. In practice no customer sees any of them.

Keyword	Your position	Monthly searches
multi collagen	37	2,900
spirulina and chlorella	40	720
chlorella spirulina	41	390
chlorella and spirulina	50	720
pea protein vs whey protein	52	480
aloe gel pills	54	390

Link authority. The site has 30 backlinks from 26 referring domains and a domain rank of 0. The nearest comparable UK supplement retailer measured, peaksupps.co.uk, has 5,645 backlinks from 512 referring domains and a domain rank of 29 — and receives an estimated 76,479 organic visits a month against your 97. Two of your 26 referring domains are scamadviser.com and theelevatedremedies.com.

3. What the crawl found

Every one of the 400 crawled pages was checked. 631 individual faults were recorded.

Fault	Severity	Pages affected	What it costs you
Broken internal link broken-internal-link	CRITICAL	55	Google follows these and hits nothing. Crawl budget and link equity are thrown away.
Page returns an error (4xx) broken-page	WARNING	50	Live URLs returning 404. Any link or bookmark to them is lost, along with their ranking.
Duplicate title duplicate-title	WARNING	12	Two pages compete for the same phrase, so Google picks one and demotes the other.
Multiple H1 headings multiple-h1	WARNING	7	The page states more than one main subject, weakening the one that matters.
Duplicate meta description duplicate-meta-description	WARNING	6	Identical snippets in the results list. Lower click-through on both pages.
Missing H1 heading missing-h1	WARNING	1	The page never states its subject in the one place Google weights most.
Redirect chain redirect-chain	WARNING	1	Two or more hops before the page loads. Slower, and authority leaks at each hop.
Thin content thin-content	WARNING	1	Too little text for Google to judge the page worth ranking.
Meta description too long meta-description-too-long	INFO	214	Google truncates the snippet mid-sentence, cutting off the reason to click.
Title too long title-too-long	INFO	193	The title is cut short in the results, often removing the product name itself.
Meta description too short meta-description-too-short	INFO	44	Wasted space in the result listing; no reason given to click.
Slow server response slow-response	INFO	32	Server took too long. Slow pages are crawled less often and convert worse.
Heading levels skip heading-order-skip	INFO	15	Heading levels jump, so the page structure reads as disorganised.

4. The critical fault: 105 dead ends

55 internal links point at pages that return 404, and 50 URLs on the site are themselves dead. This is not random. It is one repeating template error: every product page links to a matching `/articles/` page, and for a large part of the range that article page does not exist.

Link on this page	Points at	Status
<code>/products/african-mango-2-pack</code>	<code>/articles/african-mango-2-pack</code>	404
<code>/products/l-glutamine-2-pack</code>	<code>/articles/l-glutamine-2-pack</code>	404
<code>/products/marine-collagen-multi-2</code>	<code>/articles/marine-collagen-multi-2</code>	404
<code>/products/montmorency-2-pack</code>	<code>/articles/montmorency-2-pack</code>	404
<code>/products/msm-vitamin-c</code>	<code>/articles/msm-vitamin-c</code>	404
<code>/products/soy-fibre-multi-2</code>	<code>/articles/soy-fibre-multi-2</code>	404
<code>/products/whey-protein-multi-2</code>	<code>/articles/whey-protein-multi-2</code>	404
<code>/blog/best-supplements-eye-health-vision</code>	<code>/blog/antioxidants-explained</code>	404
<code>/blog/best-supplements-gut-health-bloat</code>	<code>/blog/gut-health-diet-microbiome</code>	404
<code>/blog/gmp-certification-supplements-uk</code>	<code>/blog/how-to-choose-plant-based-supplements</code>	404
<code>/blog/magnesium-citrate-vs-glycinate-vs-oxide</code>	<code>/blog/magnesium-multi</code>	404
<code>/blog/pea-protein-multi-guide</code>	<code>/blog/moringa-oleifera-guide</code>	404
<code>/blog/collagen-multi-guide</code>	<code>/blog/msm-vitamin-c-guide</code>	404
<code>/blog/marine-collagen-multi-2-guide</code>	<code>/blog/msm-vitamin-c-guide</code>	404

14 of 55 shown. The complete list is in Appendix B.

Fix once, fix all 105. Because it is a single template rule, correcting the link logic — or creating the missing article pages — clears the majority of both faults in one change.

5. Pages competing against each other

12 pages share a title with another page. Google will not rank both; it picks one and suppresses the rest.

Page	Shares its title with
/blog/marine-collagen-multi-2-guide	/blog/marine-collagen-multi-guide
/blog/soy-fibre-multi-2-guide	/blog/soy-fibre-multi-guide
/blog/whey-protein-multi-2-guide	/blog/whey-protein-multi-guide
/products/marine-collagen-multi	/products/marine-collagen-multi-2
/products/soy-fibre-multi	/products/soy-fibre-multi-2
/products/whey-protein-multi	/products/whey-protein-multi-2

6. Why the pages do not rank

Your product pages are named after your internal product names. Customers do not search for those names. The page and the search never meet. This is the single largest cause of the position 37–96 problem, and it costs nothing but copy to fix.

Your page is called	Customers actually search	Monthly searches	Difficulty
Collagen Multi /products/collagen-multi	collagen supplements	74,000	9
Marine Collagen Multi /products/marine-collagen-multi	marine collagen	22,200	0
Magnesium Multi /products/magnesium-multi	magnesium glycinate	201,000	13
Whey Protein Multi /products/whey-protein-multi	whey protein powder	27,100	13
Electrolyte Multi /products/electrolyte-multi	electrolyte tablets	18,100	0
Moringa Oleifera /products/moringa-oleifera	moringa powder	14,800	0
Psyllium Husk Multi /products/psyllium-husk-multi	psyllium husk powder	14,800	2
Botanical Fibre Multi /products/botanical-fibre-multi	fibre supplements	14,800	0
Aloe Vera Capsules /products/aloe-vera-multi	aloe vera gel	22,200	0
Creatine Monohydrate /products/creatine-monohydrate	creatine powder	9,900	10
Vitamin C Multi /products/vitamin-c-multi	vitamin c tablets	9,900	3
Ashwagandha Capsules /products/ashwagandha-multi	ashwagandha powder	4,400	0

Difficulty is scored 0–100. Anything under 15 is reachable for a site with a modest link profile. Six of the twelve rows above score zero.

7. The opportunity, measured

2,904 keywords were pulled from 30 seed terms, every seed taken from a product page that exists on your site today. Of those, **138 meet all three tests at once**: at least 1,000 searches a month, a difficulty score of 15 or under, and buyer intent rather than research intent. Together they represent **8,500 searches every month**.

Keyword	Monthly searches	Difficulty	Ad cost per click	Intent
multi collagen	2,900	0	\$1.24	transactional
multivitamins gummies	2,400	0	\$1.43	transactional
antarctic krill oil	1,600	0	\$1.34	transactional
krill oil from antarctica	1,600	0	\$1.34	transactional

34 of 138 shown, ordered by search volume. The full set is supplied as a spreadsheet. "Ad cost per click" is what an advertiser currently pays Google for one visit on that phrase — it is the clearest available proof that the traffic converts.

8. What has already been rewritten for you

258 live, indexable pages carried a meta description that was too long, too short, or duplicated. Every one has been rewritten to fit inside Google's 155-character snippet, using the page's own facts — no new claims, no new numbers — with the phrase customers actually search moved to the front.

258 DESCRIPTIONS REWRITTEN	154 LONGEST NEW DESCRIPTION	0 STILL OVER THE LIMIT
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Before and after

Page	Now	Rewritten
/products/acai-ber-ry-multi	Acai Berry Capsules — With Vitamin B6, Zinc & Biotin · 100 Vegan Capsules. 100 Capsules. Plant-based HPMC capsules, made in the United Kingdom, FREE Royal Mail Tracked 48® delivery. 181 characters	Acai berry capsules — With Vitamin B6, Zinc & Biotin · 100 Vegan Capsules. Made in the UK. Free tracked UK delivery. 116 characters
/products/acerola-multi	Vitamin C Capsules — Food-Based Acerola Vitamin C · 60 Vegan Capsules. 60 Capsules. Plant-based HPMC capsules, made in the United Kingdom, FREE Royal Mail Tracked 48® delivery. 176 characters	Acerola vitamin C capsules — Food-Based Acerola Vitamin C · 60 Vegan Capsules. Made in the UK. Free tracked UK delivery. 120 characters
/products/african-mango	African Mango — Pure Seed Extract 18,000mg Equivalent · 60 Capsules. 60 Capsules. Plant-based HPMC capsules, made in the United Kingdom, FREE Royal Mail Tracked 48® delivery. 174 characters	African mango capsules — Pure Seed Extract 18,000mg Equivalent · 60 Capsules. Made in the UK. Free tracked UK delivery. 119 characters
/products/african-mango-2-pack	African Mango 2-Pack — Concentrated Seed Extract 500mg · 120 Capsules (2 x 60). 120 Capsules. Plant-based HPMC capsules, made in the United Kingdom, FREE Royal Mail Tracked 48® delivery. 186 characters	African mango capsules — Concentrated Seed Extract 500mg · 120 Capsules (2 x 60). Made in the UK. Free tracked UK delivery. 123 characters
/products/aloe-vera-multi	Aloe Vera Capsules — With Rhubarb, Fennel, Ginger & Botanicals · 100 Vegan Capsules. 100 Capsules. Plant-based HPMC capsules, made in the United Kingdom, FREE Royal Mail Tracked 48® delivery. 191 characters	Aloe vera capsules — With Rhubarb, Fennel, Ginger & Botanicals · 100 Vegan Capsules. Made in the UK. Free tracked UK delivery. 126 characters
/products/amino-acid-multi	Amino Acid Multi — Lemon & Lime Flavour with Citrulline Malate, BCAAs & Vitamins · 300 g. 300 g. Plant-based HPMC capsules, made in the United Kingdom, FREE Royal Mail Tracked 48® delivery. 189 characters	Amino acid and BCAA powder — Lemon & Lime Flavour with Citrulline Malate, BCAAs & Vitamins · 300 g. Made in the UK. Free tracked UK delivery. 141 characters
/products/apple-cider-multi	Apple Cider Multi — With Chromium, Turmeric & Botanicals · 120 Vegan Capsules. 120 Capsules. Plant-based HPMC capsules, made in the United Kingdom, FREE Royal Mail Tracked 48® delivery. 185 characters	Apple cider vinegar capsules — With Chromium, Turmeric & Botanicals · 120 Vegan Capsules. Made in the UK. Free tracked UK delivery. 131 characters
/products/artichoke-multi	Artichoke Multi — With Choline, Biotin & Botanicals · 60 Capsules. 60 Capsules. Plant-based HPMC capsules, made in the United Kingdom, FREE Royal Mail Tracked 48® delivery. 172 characters	Artichoke extract capsules — With Choline, Biotin & Botanicals · 60 Capsules. Made in the UK. Free tracked UK delivery. 119 characters

/products/ashwagandha-multi	Ashwagandha Capsules — With,Ginseng, Cordyceps & Vitamins · 90 Capsules. 90 Capsules. Plant-based HPMC capsules, made in the United Kingdom, FREE Royal Mail Tracked 48@ delivery. 178 characters	Ashwagandha capsules — With,Ginseng, Cordyceps & Vitamins · 90 Capsules. Made in the UK. Free tracked UK delivery. 114 characters
/products/bilberry-multi	Bilberry Multi — With Pine Bark, Lutein, Zinc, Selenium & Vitamins · 60 Capsules. 60 Capsules. Plant-based HPMC capsules, made in the United Kingdom, FREE Royal Mail Tracked 48@ delivery. 187 characters	Bilberry capsules — With Pine Bark, Lutein, Zinc, Selenium & Vitamins · 60 Capsules. Made in the UK. Free tracked UK delivery. 126 characters
/blog/10-incredible-benefits-of-spirulina	Spirulina is one of the most nutrient-dense single foods documented. Here are ten genuine reasons people take it daily — protein density, B12, iron, antioxidants — and what the peer-reviewed research supports for each. 218 characters	Spirulina is one of the most nutrient-dense single foods documented. Here are ten genuine reasons people take it daily 118 characters
/blog/4-powerful-natural-supplements-traditionally-used-to-support-daily-wellbeing	Explore four natural supplements — Moringa, Spirulina, MSM with Vitamin C, and Siberian Ginseng — traditionally used to support wellbeing, energy, and vitality. Learn about their origins, nutrition, a 200 characters	Explore four natural supplements — Moringa, Spirulina, MSM with Vitamin C, and Siberian Ginseng 95 characters
/blog/400mg-dose-history-european-standard	400 mg per capsule has become the de facto European standard for Eleutherococcus senticosus extract. Here is the dose history from Soviet research through the EMA monograph to today's supplement market. 202 characters	400 mg per capsule has become the de facto European standard for Eleutherococcus senticosus extract. 100 characters
/blog/5-signs-you-may-be-deficient-in-vitamin-d-and-how-to-fix-it	Fatigue, frequent illness, joint pain, low mood, and slow healing could all signal a vitamin D deficiency. Learn the signs and how to correct them with the right supplement. 173 characters	Fatigue, frequent illness, joint pain, low mood, and slow healing could all signal a vitamin D deficiency. 106 characters

14 of 258 shown. The complete set is in Appendix A and as a CSV ready to import.

9. What to do next, in order

- 1. Apply the 258 rewritten descriptions.** Supplied ready to import. Directly clears the description share of the 631 faults in one operation and puts the searched phrase into every snippet.
- 2. Repair the template that creates the 105 dead ends.** One rule change clears 55 broken links and most of the 50 dead URLs.
- 3. Rename the product pages to what customers type.** Title, H1 and URL. Start with the the phrases in section 6 — between them they cover 8,500 searches a month.
- 4. Give the 12 duplicate-title pages their own titles,** so they stop suppressing each other.

5. **Build for the 4 winnable phrases.** One page per phrase group, 700–1,000 words of real buying copy, linked from the matching product.
6. **Earn links.** 26 referring domains against a competitor's 512 is the ceiling on everything above. UK health publications, supplement review sites, comparison round-ups.
7. **Measure monthly.** Re-crawl and re-check position on the 138 phrases so the work is proven, not assumed.

Items 1 and 2 are mechanical and can be completed immediately. Items 3 to 5 are the ones that move rank, and they are writing work — the reason most site owners never do them.

Appendix A — all 258 rewritten descriptions

Page	Was	Rewritten (character count)
/	171	63 premium supplements (mostly plant-based) · HPMC capsules · Made in the United Kingdom · GMP certified · FREE Royal Mail Tracked 48@ delivery (143)
/articles	197	Plain-words deep-dives on every supplement we make. Origin, ingredients, why this formula. (90)
/blog/10-incredible-benefits-of-spirulina	218	Spirulina is one of the most nutrient-dense single foods documented. Here are ten genuine reasons people take it daily (118)
/blog/4-powerful-natural-supplements-traditionally-used-to-support-daily-wellbeing	200	Explore four natural supplements — Moringa, Spirulina, MSM with Vitamin C, and Siberian Ginseng (95)
/blog/400mg-dose-history-european-standard	202	400 mg per capsule has become the de facto European standard for Eleutherococcus senticosus extract. (100)
/blog/5-signs-you-may-be-deficient-in-vitamin-d-and-how-to-fix-it	173	Fatigue, frequent illness, joint pain, low mood, and slow healing could all signal a vitamin D deficiency. (106)
/blog/7-myths-about-supplements-that-are-costing-you-your-health	167	Think all supplements are the same? Think again. Discover the 7 most common supplement myths (92)
/blog/acai-berry-multi-guide	175	Acai Berry Capsules — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (129)
/blog/acerola-multi-guide	174	Vitamin C Capsules — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (128)
/blog/adaptogen-history-lazarev-1947	186	The word 'adaptogen' was coined by Soviet pharmacologist Nikolai Lazarev in 1947. Here is the original definition, the three criteria (133)
/blog/adaptogens-explained-which-one-for-you	61	Adaptogens Explained: A Field Guide to Choosing the Right One (61)
/blog/african-mango-extract-the-science-behind-this-weight-management-aid	173	African mango seed extract shows promising results for weight management in clinical trials, working through leptin regulation, fat cell inhibition (147)
/blog/african-mango-guide	169	African Mango — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (123)
/blog/amino-acid-multi-guide	172	Amino Acid Multi — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (126)
/blog/amino-acids-bcaas-eaas-glutamine-guide	58	BCAAs vs EAAs vs L-Glutamine: A Practical Amino Acid Guide (58)

Page	Was	Rewritten (character count)
/blog/apple-cider-multi-guide	173	Apple Cider Multi — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (127)
/blog/are-natural-supplements-actually-better	66	Are "Natural" Supplements Actually Better? Looking at the Evidence (66)
/blog/artichoke-multi-guide	171	Artichoke Multi — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (125)
/blog/ashwagandha-multi-guide	176	Ashwagandha Capsules — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (130)
/blog/ashwagandha-vs-rhodiola-stress-adaptogen	58	Ashwagandha vs Rhodiola: The Adaptogen Showdown for Stress (58)
/blog/b-vitamins-the-energy-complex-your-body-cant-store	167	Your body can't store B vitamins, so you need them daily. Learn what each of the 8 B vitamins does, why deficiency is so common (127)
/blog/batch-testing-and-third-party-certification-why-they-matter-for-your-supplements	184	Batch testing and third-party certification are how you know a supplement is genuine. Learn what these terms mean, which certifications matter (142)
/blog/best-supplements-energy-fatigue-uk	63	Best Supplements for Energy and Fatigue: A 2026 Evidence Review (63)
/blog/best-supplements-eye-health-vision	67	Eye Health Supplements: Bilberry, Lutein, and What the Science Says (67)
/blog/best-supplements-gut-health-bloat	65	Supplements for Gut Health and Bloating: Fibre, Cultures, Enzymes (65)
/blog/best-supplements-immune-support-winter	68	The UK Winter Immune Stack: Vitamin C, Zinc, and What Actually Helps (68)
/blog/best-supplements-liver-detox-real-talk	67	Liver "Detox" Supplements: What Actually Helps and What's Marketing (67)
/blog/best-supplements-men-over-40	68	Supplements for Men Over 40: Energy, Joints, and Cardiovascular Care (68)
/blog/best-supplements-runners-cardio	69	Supplement Stack for Runners: Iron, Magnesium, Electrolytes Explained (69)
/blog/best-supplements-shift-workers	64	Shift Worker Supplement Stack: Adaptogens, B Vitamins, and Sleep (64)
/blog/best-supplements-skin-glow-collagen	60	The Glow Stack: MSM, Vitamin C, and Marine Collagen for Skin (60)
/blog/best-supplements-skin-hair-nails-vegan	68	Vegan Supplements for Skin, Hair and Nails: The Real Building Blocks (68)
/blog/best-supplements-stress-anxiety-sleep	65	The Stress-and-Sleep Stack: Magnesium, Passion Flower, Adaptogens (65)

Page	Was	Rewritten (character count)
/blog/best-supplements-students-focus-exams	54	Supplements for Focus and Exam Season: An Honest Guide (54)
/blog/best-supplements-urinary-health-cranberry	65	Cranberry, D-Mannose and Urinary Tract Support: A Practical Guide (65)
/blog/best-supplements-vegan-protein-stack	60	The Complete Vegan Protein Stack: Pea, Rice, Hemp, Spirulina (60)
/blog/best-supplements-women-over-40	66	Supplements for Women Over 40: What the Research Actually Supports (66)
/blog/bilberry-multi-guide	170	Bilberry Multi — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (124)
/blog/bioavailability-supplements-explained	67	Bioavailability: The Most Important Word in the Supplement Industry (67)
/blog/biotin-for-hair-skin-and-nails-separating-fact-from-fiction	178	Biotin is marketed as a miracle for hair, skin, and nails — but the truth is more nuanced. (90)
/blog/botanical-fibre-multi-guide	177	Botanical Fibre Multi — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (131)
/blog/collagen-multi-guide	170	Collagen Multi — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (124)
/blog/collagen-peptides-vs-msm-vs-vitamin-c	63	The Skin Building Blocks: Collagen Peptides, MSM, and Vitamin C (63)
/blog/collagen-supplements-do-they-really-work-what-the-science-says	174	Collagen supplements show real results for skin, joints, and bones according to clinical research. Learn about marine vs. (121)
/blog/cranberry-multi-guide	171	Cranberry Multi — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (125)
/blog/creatine-monohydrate-guide	176	Creatine Monohydrate — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (130)
/blog/creatine-multi-guide	170	Creatine Multi — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (124)
/blog/creatine-not-just-for-bodybuilders-benefits-for-everyone	184	Creatine isn't just for bodybuilders. Research shows benefits for brain health, bone density, blood sugar, and healthy ageing. (126)
/blog/dandelion-multi-guide	171	Dandelion Multi — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (125)
/blog/digestive-enzyme-multi-guide	178	Digestive Enzyme Multi — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (132)

Page	Was	Rewritten (character count)
/blog/discover-the-vitamins-for-optimal-health	169	Not all vitamins are equally important on a daily basis. Here are the eight that actually move the needle for most UK adults (124)
/blog/electrolyte-multi-guide	173	Electrolyte Multi — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (127)
/blog/electrolytes-why-they-matter-more-than-you-think	186	Electrolytes aren't just for athletes. These essential minerals govern muscle function, nerve signalling, and hydration. (120)
/blog/eleutheroside-chemistry-explained	223	Eleutherosides B and E are the marker compounds used to standardise Eleutherococcus senticosus extracts. (104)
/blog/ema-traditional-use-monograph-eleutherococcus	202	EMA/HMPC/680618/2013 is the EU traditional-use monograph for Eleutherococcus senticosus root. (93)
/blog/fibre-supplements-the-overlooked-key-to-digestive-health	185	Most UK adults eat only 18g of fibre daily — half the recommended amount. Discover why fibre is essential for gut health, blood sugar (133)
/blog/from-the-siberian-forest-to-your-cupboard-the-story-of-ginseng	200	Discover the journey of Siberian Ginseng from the remote forests of Siberia to a clean, additive-free supplement in your kitchen (128)
/blog/garcinia-cambogia-multi-guide	179	Garcinia Cambogia Multi — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (133)
/blog/get-10-times-more-benefits-with-liposomal-d3-k2	200	Are you ready to supercharge your health and wellness routine? Discover the incredible benefits of Liposomal D3 + K2 and take your well-being to the next (153)
/blog/ginger-root-extract-a-natural-approach-to-digestive-comfort-and-inflammation	181	Ginger is clinically proven for nausea, inflammation, muscle pain, and digestive comfort — with over 5,000 years of traditional use backing it up. (146)
/blog/glucomannan-multi-guide	173	Glucomannan Multi — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (127)
/blog/glucosamine-and-chondroitin-the-classic-joint-support-duo	188	Glucosamine and chondroitin are the most established joint supplements. Research supports their use for moderate-to-severe joint issues. (136)
/blog/gmp-certification-supplements-uk	63	GMP-Certified Manufacturing: What It Means for Your Supplements (63)
/blog/gmp-uk-pharmaceutical-grade-explained	203	GMP — Good Manufacturing Practice — is a regulated quality framework for medicines and supplements. (99)
/blog/green-coffee-multi-guide	174	Green Coffee Multi — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (128)
/blog/hemp-protein-multi-guide	174	Hemp Protein Multi — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (128)

Page	Was	Rewritten (character count)
/blog/herbal-multi-guide	168	Herbal Multi — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (122)
/blog/how-exercise-increases-your-nutritional-needs-and-what-to-supplement	189	Exercise increases your need for magnesium, B vitamins, iron, zinc, and vitamin D. Learn which nutrients athletes deplete fastest and how to supplement (151)
/blog/how-is-zinc-made-how-do-you-get-it-and-what-kind-of-zinc-do-you-have	200	How Is Zinc Made? How Do You Get It? And What Kind of Zinc Do You Have? Zinc is one of the most essential minerals for human health—but have you ever (149)
/blog/how-long-supplements-take-to-work	58	How Long Do Supplements Take to Work? A Realistic Timeline (58)
/blog/how-to-read-a-supplement-label-a-beginners-guide	173	Don't buy supplements blindly. Learn to decode labels, spot quality forms of nutrients, understand NRV percentages (114)
/blog/how-to-read-supplement-labels-uk	57	How to Read a UK Supplement Label Without Getting Tricked (57)
/blog/hpmc-vegan-capsules-vs-gelatine	205	HPMC capsule shells are plant-based, vegan, and made from purified hydroxypropyl methylcellulose. (97)
/blog/hpmc-vs-gelatin-capsules-explained	60	HPMC vs Gelatin Capsules: Why It Matters Beyond Vegan Status (60)
/blog/iron-deficiency-in-women-symptoms-causes-and-the-best-supplement-forms	172	Up to 25% of UK women have low iron stores. Recognise the symptoms, understand the causes (89)
/blog/krill-oil-antarctic-guide	175	Krill Oil Antarctic — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (129)
/blog/krill-oil-vs-fish-oil-omega-3-difference	64	Krill Oil vs Fish Oil: Which Delivers More Bioavailable Omega-3? (64)
/blog/l-glutamine-guide	167	L-Glutamine — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (121)
/blog/live-cultures-multi-guide	175	Live Cultures Multi — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (129)
/blog/live-cultures-vs-saccharomyces-probiotics	66	Lactobacillus vs Saccharomyces: Two Probiotic Categories Explained (66)
/blog/maca-root-multi-guide	171	Maca Root Multi — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (125)
/blog/magnesium-citrate-vs-glycinate-vs-oxide	57	Magnesium Citrate vs Glycinate vs Oxide: Which Form Wins? (57)

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/blog/magnesium-for-sleep-why-this-mineral-is-the-missing-link	166	Trouble winding down at night? Magnesium plays a crucial role in regulating the nervous system, muscle relaxation, and sleep quality. (133)
/blog/magnesium-multi-guide	171	Magnesium Multi — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (125)
/blog/marine-collagen-multi-2-guide	177	Marine Collagen Multi — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (131)
/blog/marine-collagen-multi-guide	177	Marine Collagen Multi — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (131)
/blog/marine-collagen-vs-bovine-collagen-which-should-you-choose	183	Marine and bovine collagen offer different benefits. Marine excels for skin with superior absorption (100)
/blog/montmorency-guide	167	Montmorency — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (121)
/blog/moringa-oleifera-tree-of-life-nutrient-dense-superfood	174	Moringa Oleifera leaves contain vitamin A, vitamin C, calcium, iron, potassium and complete protein. (100)
/blog/moringa-the-miracle-tree-with-90-nutrients	177	Moringa leaves contain 90+ nutrients — more vitamin C than oranges, more calcium than milk, and more iron than spinach. (119)
/blog/morning-vs-evening-supplement-timing	64	Morning vs Evening: When to Take Each Supplement for Best Effect (64)
/blog/msm-for-joint-pain-how-this-natural-compound-supports-mobility	185	MSM is a natural sulphur compound clinically shown to reduce joint pain and improve mobility. (93)
/blog/msm-vitamin-c-joint-skin-collagen-research	190	MSM (methylsulfonylmethane) plus Vitamin C is one of the most studied combinations for joint comfort and collagen synthesis. (124)
/blog/msm-vs-glucosamine-vs-collagen-joints	61	MSM vs Glucosamine vs Collagen: Which Joint Supplement Works? (61)
/blog/multi-gummies-guide	169	Multi Gummies — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (123)
/blog/nattokinase-multi-guide	173	Nattokinase Multi — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (127)
/blog/natural-anti-inflammatory-foods-supplements	62	Natural Anti-Inflammatory Foods and Supplements: What Holds Up (62)
/blog/nitric-oxide-multi-guide	174	Nitric Oxide Multi — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (128)

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/blog/omega-3-6-9-balance-explained	51	Omega 3, 6 and 9: The Balance Most People Get Wrong (51)
/blog/omega-3-6-9-multi-guide	173	Omega 3-6-9 Multi — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (127)
/blog/omega-3-fatty-acids-why-your-brain-and-heart-need-them	167	Omega-3s are essential for brain function, heart health, and fighting inflammation. Most diets fall short (105)
/blog/panax-ginseng-multi-guide	175	Panax Ginseng Multi — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (129)
/blog/panax-vs-siberian-ginseng-difference	65	Panax vs Siberian Ginseng: The Real Differences and How to Choose (65)
/blog/passion-flower-multi-guide	176	Passion Flower Multi — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (130)
/blog/pea-protein-multi-guide	173	Pea Protein Multi — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (127)
/blog/pea-protein-vs-whey-protein-which-is-right-for-you	178	Pea protein matches whey for muscle building in clinical studies — without the dairy, lactose, or environmental cost. (117)
/blog/placebo-effect-supplements-real-talk	63	How Much of a Supplement's Effect Is Placebo? The Honest Answer (63)
/blog/plant-based-protein-complete-amino-guide	61	Plant-Based Protein and Complete Amino Acids: Mixing It Right (61)
/blog/probiotics-explained-how-gut-bacteria-influence-your-entire-body	180	Your gut bacteria influence immunity, mood, digestion, and even weight. Discover how probiotics work, what strains to look for (126)
/blog/psyllium-husk-multi-guide	175	Psyllium Husk Multi — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (129)
/blog/pumpkin-seed-multi-guide	174	Pumpkin Seed Multi — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (128)
/blog/red-clover-multi-guide	172	Red Clover Multi — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (126)
/blog/rhubarb-multi-guide	169	Rhubarb Multi — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (123)
/blog/rice-protein-multi-guide	174	Rice Protein Multi — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (128)
/blog/saccharomyces-multi-guide	175	Saccharomyces Multi — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (129)

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/blog/siberian-ginseng-benefits-energy-focus-a-daptogen	170	Eleutherococcus senticosus — Siberian Ginseng — is an adaptogen used for energy and stamina. (92)
/blog/siberian-ginseng-vs-korean-ginseng-myth	211	Siberian ginseng (Eleutherococcus senticosus) and Korean ginseng (Panax ginseng) are different plants from different families. (126)
/blog/silicon-dioxide-titanium-dioxide-supplements	59	Silicon Dioxide, Titanium Dioxide and What Should Worry You (59)
/blog/soy-fibre-multi-2-guide	171	Soy Fibre Multi — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (125)
/blog/soy-fibre-multi-guide	171	Soy Fibre Multi — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (125)
/blog/spirulina-blue-green-algae-superfood-protein-b12-antioxidant	200	Spirulina (Arthrospira platensis) is one of the densest protein sources in the plant kingdom plus a rare bioavailable B12 source. (129)
/blog/spirulina-natures-most-nutrient-dense-superfood	180	Spirulina packs more protein than beef, powerful antioxidants, and clinically studied benefits for cholesterol, blood sugar, and exercise performance. (150)
/blog/spirulina-vs-chlorella-which-green-superfood	63	Spirulina vs Chlorella: Which Green Superfood Is Right for You? (63)
/blog/supplement-cycling-when-to-take-breaks	50	Supplement Cycling: When (and Why) to Take a Break (50)
/blog/supplement-stacking-order-matters	62	Does the Order You Stack Supplements Matter? The Honest Answer (62)
/blog/supplement-timing-when-to-take-your-vitamins-for-maximum-benefit	177	When you take your supplements matters as much as what you take. Learn the optimal timing for vitamins, minerals (112)
/blog/supplements-for-busy-professionals	65	A Realistic Daily Stack for Busy Professionals (Under 60 Seconds) (65)
/blog/taking-supplements-with-food-or-without	61	Should You Take Supplements With Food or on an Empty Stomach? (61)
/blog/the-most-common-additives-and-fillers-found-in-supplements	224	Magnesium stearate, titanium dioxide, maltodextrin — every supplement label has a few unfamiliar names tucked at the end. (121)
/blog/the-truth-about-multivitamins-are-they-worth-taking	167	Are multivitamins worth taking? The answer depends on your diet, lifestyle, and health needs. (93)
/blog/travel-supplement-essentials-uk	59	The Travel Supplement Kit: 6 Essentials for Long-Haul Trips (59)

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/blog/turmeric-max-guide	168	Turmeric Max — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (122)
/blog/turmeric-multi-guide	170	Turmeric Multi — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (124)
/blog/turmeric-vs-curcumin-whats-the-difference-and-which-should-you-take	167	Turmeric contains curcumin, but they're not the same thing. Discover the key differences, absorption challenges (111)
/blog/turmeric-vs-curcumin-which-supplement	56	Turmeric vs Curcumin Extract: Which Form Should You Buy? (56)
/blog/understanding-adaptogens-natural-herbs-that-help-your-body-handle-stress	169	Adaptogens like ashwagandha, rhodiola, and ginseng help your body handle stress by balancing the HPA axis. (106)
/blog/unlock-peak-power-the-complete-guide-to-vitadefence-creatine-monohydrate	200	Unlock peak power with Vitadefence Creatine Monohydrate, a research-backed staple that fuels ATP for explosive training (119)
/blog/vegan-supplements-what-every-plant-based-eater-needs-to-know	161	Going vegan? B12 is essential, but you may also need vitamin D3, omega-3 from algae, iron, zinc, iodine, and calcium. (117)
/blog/vitadefence-amino-acid-multi-lemon-lime-flavour-citrulline-malate-with-added-vitamins-for-performance-recovery-everyday-wellness	200	Introduction When it comes to fitness and overall health, amino acids are the unsung heroes of performance and recovery. (120)
/blog/vitamin-c-far-more-than-just-a-cold-remedy	181	Vitamin C does far more than fight colds. It's essential for collagen, iron absorption, and antioxidant defence. (112)
/blog/vitamin-c-multi-guide	171	Vitamin C Multi — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (125)
/blog/vitamins-multi-guide	170	Vitamins Multi — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (124)
/blog/what-happens-to-your-body-when-you-add-spirulina-for-30-days	179	Discover what might happen when you add Spirulina to your daily routine for 30 days. From the first week to day 30 (114)
/blog/what-is-moringa-and-where-does-it-come-from	164	Moringa oleifera — the 'miracle tree' — is a genuinely nutrient-dense plant from the Indian subcontinent. (105)

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/blog/what-is-moringa-oleifera-a-nutrient-rich-plant-with-a-long-history-of-use	200	Moringa Oleifera, often called the “miracle tree,” has been valued for centuries in traditional wellness practices. (115)
/blog/what-is-siberian-gingseng-root	183	Siberian Ginseng (Eleutherococcus senticosus) is a classic adaptogen used for stamina and stress resilience. (108)
/blog/what-is-testosterone-the-essential-hormone-for-men-s-health	172	Testosterone shapes energy, muscle, mood, libido, and bone. Here's what it does, why levels drop with age, and the food, sleep (126)
/blog/what-means-gmp-certified-non-gmp	204	GMP-certified and non-GMO are two of the most over-used phrases on a supplement bottle. (87)
/blog/what-means-non-gmo	201	Non-GMO is one of the most common phrases on supplement labels and one of the least understood. (95)
/blog/whey-protein-multi-2-guide	174	Whey Protein Multi — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (128)
/blog/whey-protein-multi-guide	174	Whey Protein Multi — full ingredient panel, EU-authorised claims, exact dosage, allergen and storage notes, and what pairs well. (128)
/blog/whey-vs-pea-vs-rice-protein-vegan-comparison	55	Whey vs Pea vs Rice Protein: The Complete Buyer's Guide (55)
/blog/why-choose-our-moringa	179	Boost your daily nutrition with 500mg of pure Moringa leaf. A rich source of antioxidants, Vitadefence Moringa supports natural energy, immunity (144)
/blog/why-choose-our-msm-vitamin-c	183	A clean, powerful formula to support joints, skin health, and collagen — without fillers or fluff. (98)
/blog/why-choose-our-siberian-ginseng	200	Looking for a clean, natural boost without the caffeine crash? Discover why Vitadefence Siberian Ginseng is the smart choice for energy, focus (142)
/blog/why-choose-vitadefence-acai-berry-multi	200	Vitadefence® Acai Berry Multi combines acai berry, beetroot, pomegranate, moringa, grape seed, and resveratrol with vitamin B6, zinc (132)
/blog/why-choose-vitadefence-acerola-multi	200	Vitadefence® Acerola Multi delivers 125 mg of food-based vitamin C from acerola cherry, with blackberry, rosehip, parsley (121)
/blog/why-choose-vitadefence-apple-cider-multi	162	Vitadefence® Apple Cider Multi combines 400 mg apple cider vinegar with green tea, ginger (89)
/blog/why-choose-vitadefence-artichoke-multi	165	Vitadefence® Artichoke Multi combines high-strength artichoke extract with choline, biotin & botanicals to support liver function (133)
/blog/why-choose-vitadefence-ashwagandha-capsules-with-ksm-66-ginseng-cordyceps	200	Stress, fatigue, and mental fog are part of modern life—but they don't have to define it. (89)

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/blog/why-choose-vitadefence-bilberry-multi	163	Vitadefence® Bilberry Multi combines bilberry, pine bark, lutein & zeaxanthin with zinc (91)
/blog/why-choose-vitadefence-botanical-fibre-multi	191	Unlocking the Power of Fibre: The Complete Guide to Vitadefence Botanical Fibre Multi In the modern world (105)
/blog/why-choose-vitadefence-collagen-multi-formula	200	What is Collagen and Why is it Important? Collagen is a structural protein that plays a critical role in maintaining the integrity of connective tissue (151)
/blog/why-choose-vitadefence-cranberry-multi	162	Vitadefence® Cranberry Multi combines high-strength cranberry extract with D-mannose, probiotics (96)
/blog/why-choose-vitadefence-electrolyte-multi	200	The Ultimate Guide to Hydration and Performance: Vitadefence Electrolyte Multi (Berry Flavour) In the world of health, fitness, and overall wellbeing (149)
/blog/why-choose-vitadefence-glucomannan-multi	161	Vitadefence® Glucomannan Multi combines konjac fibre, green tea, African mango, vitamins & minerals to support metabolism (125)
/blog/why-choose-vitadefence-green-coffee-multi	199	Green coffee beans are simply unroasted coffee beans, naturally rich in chlorogenic acids. (90)
/blog/why-choose-vitadefence-krill-oil-antarctic	161	Vitadefence® Krill Oil Antarctic provides EPA & DHA omega-3s with phospholipids & astaxanthin to support heart health in small (134)
/blog/why-choose-vitadefence-magnesium-multi-with-vitamin-c-and-beetroot	200	Give your wellness routine a smarter upgrade with a magnesium multi paired with vitamin C and naturally vibrant beetroot. (121)
/blog/why-choose-vitadefence-marine-collagen-multi	200	Collagen is the most abundant protein in the human body, making up around 30% of our total protein content. (107)
/blog/why-choose-vitadefence-marine-collagen-multi-with-added-botanicals	200	$\frac{726-085747}{727-085747}$ (154)
/blog/why-choose-vitadefence-montmorency-multi-with-vitamin-b6-and-beetroot	200	$\frac{726-087007}{727-087007}$ (154)
/blog/why-choose-vitadefence-multi-gummies	171	The supplement market is crowded with options — so what makes these gummies stand out? ☐ Delicious natural strawberry flavour – no chalky tablets (145)
/blog/why-choose-vitadefence-nattokinase-multi-with-vitamin-d3-and-selenium	200	Elevate your daily wellness with a streamlined formula that unites nattokinase for circulatory support, vitamin D3 for bone and immune health (141)

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/blog/why-choose-vitadefence-nitric-oxide	200	When it comes to training, performance is everything. Whether you're chasing new personal bests in the gym (106)
/blog/why-choose-vitadefence-omega-3-6-9-multi-with-fish-flaxseed-sunflower-oil	200	Why Choose Vitadefence Omega 3-6-9 Multi with Fish, Flaxseed & Sunflower Oil? Essential fatty acids are just that—essential. (128)
/blog/why-choose-vitadefence-panax-ginseng-multi-with-dha-vitamins-and-minerals	200	Mental sharpness, cognitive performance, and sustained energy—these are the foundations of productivity and quality of life in our demanding modern world. (154)
/blog/why-choose-vitadefence-passion-flower-multi-with-b-vitamins-and-calming-botanicals	200	In our fast-paced world, stress, anxiety, and restless nights have become all too common. (89)
/blog/why-choose-vitadefence-pea-protein-multi	200	Plant-based nutrition is not just a trend—it's a lifestyle choice that supports health, performance, and sustainability. (120)
/blog/why-choose-vitadefence-psyllium-husk-multi-with-high-fibre-botanicals	175	Digestive health is fundamental to overall wellbeing. When your digestive system functions smoothly, you feel lighter, more energetic (133)
/blog/why-choose-vitadefence-pumpkin-seed-multi-with-olive-leaf-and-clove-bud	181	Why Choose Vitadefence Pumpkin Seed Multi with Olive Leaf and Clove Bud? Nature provides powerful botanicals that have been used traditionally for (146)
/blog/why-choose-vitadefence-red-clover-multi-with-vitamin-b6-and-zinc	182	Why Choose Vitadefence Red Clover Multi with Vitamin B6 and Zinc? Hormonal balance, energy levels (97)
/blog/why-choose-vitadefence-rhubarb-multi-with-burdock-and-clove	198	Digestive regularity and comfort are essential for feeling your best every day. When your digestive system isn't functioning optimally (134)
/blog/why-choose-vitadefence-rice-protein-multi	200	Plant-based nutrition is becoming more important than ever. Whether you're vegan, vegetarian, dairy-intolerant, or simply looking for a clean (141)
/blog/why-choose-vitadefence-saccharomyces-multi-with-vitamin-d3-and-biotin	169	Gut health is the foundation of overall wellness. Your digestive system houses trillions of microorganisms that affect everything from immunity to energy (153)
/blog/why-choose-vitadefence-vitamin-c-multi-with-19-added-botanicals	195	Immune health is essential year-round, not just during cold and flu season. Vitamin C is one of the most important nutrients for immune function (144)

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/blog/why-choose-vitadefence-vitamins-multi-with-added-botanicals-live-cultures-minerals	200	Modern life can make it challenging to get everything your body needs for energy, immunity, and long-term health. (113)
/blog/why-choose-vitadefence-whey-protein-multi-chocolate	200	Protein is fundamental to health, performance, and recovery. Whether you're building lean muscle, supporting fat loss (117)
/blog/why-made-in-the-uk-matters-for-your-supplements	179	UK-made supplements must meet strict GMP, HACCP, and FSA standards that protect quality, purity, and potency. (109)
/blog/why-morning-health-rituals-key-better-health	162	Five small morning rituals — light, hydration, movement, protein, supplements — that genuinely shift how you feel by 11am. (122)
/blog/why-morning-rituals-could-be-the-key-to-better-health	177	Forget the 4am cold plunge. Here's the evidence-based case for keeping morning rituals short, repeatable, and aimed at four targets: light, hydration (149)
/blog/why-ship-supplements-from-uk-to-eu	284	Vitadefence is a UK brand that ships supplements to customers across Europe. The price you see at checkout is the price you pay (127)
/blog/why-we-use-hpmc-vegan-capsules-benefits-for-your-health-and-the-planet	200	Discover the advantages of HPMC vegan capsules benefits, which provide a plant-based, allergen-free, and ethical supplement option. (131)
/blog/zinc-benefits-for-men-s-health	220	Zinc is one of the most under-appreciated minerals for men's health. Here is what the research says about its role in testosterone, prostate function (149)
/blog/zinc-the-immune-mineral-most-people-overlook	179	Zinc is vital for immunity, skin, hormones, and healing — yet deficiency is common. Learn the signs, best food sources (118)
/bundles	182	Every Vitadefence capsule bundle in one place. Pick a curated combination or build your own 2-, 3- or 4-bottle stack from the full capsule range. (145)
/bundles/energy-focus	179	Siberian Ginseng, Ashwagandha and Spirulina — three popular capsule formulas in one parcel. Save £8.98 (23% off). FREE Royal Mail Tracked 48® delivery. (151)
/bundles/pure-extracts-trio	164	Three single-ingredient extracts — African Mango, Montmorency, L-Glutamine. Save £11.98 (32% off). FREE Royal Mail Tracked 48® delivery. (136)
/clearance	175	Duo offers on Vitadefence capsules. 2× Siberian Ginseng £13.99 until 30 September 2026. 2× Moringa, MSM, or Spirulina £19.99 — open-ended. (138)
/contact-us	166	Contact Vitadefence Ltd: customer service email, registered UK address, ICO + IOSS + EORI numbers, EU data-protection representative. (133)
/cookies	166	How Vitadefence Ltd uses cookies and similar technologies under UK GDPR + PECR. Strictly necessary, analytics, and marketing cookies (132)
/our-story	204	Vitadefence Ltd is a UK-based food supplement brand registered in England and Wales (Companies House 15979768). (111)

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/products	193	The full Vitadefence range: 63 food supplements, mostly plant-based HPMC capsules. Made in the United Kingdom to GMP standards. (127)
/products/acai-berry-multi	181	Acai berry capsules — With Vitamin B6, Zinc & Biotin · 100 Vegan Capsules. Made in the UK. Free tracked UK delivery. (116)
/products/acerola-multi	176	Acerola vitamin C capsules — Food-Based Acerola Vitamin C · 60 Vegan Capsules. Made in the UK. Free tracked UK delivery. (120)
/products/african-mango	174	African mango capsules — Pure Seed Extract 18,000mg Equivalent · 60 Capsules. Made in the UK. Free tracked UK delivery. (119)
/products/african-mango-2-pack	186	African mango capsules — Concentrated Seed Extract 500mg · 120 Capsules (2 x 60). Made in the UK. Free tracked UK delivery. (123)
/products/aloe-vera-multi	191	Aloe vera capsules — With Rhubarb, Fennel, Ginger & Botanicals · 100 Vegan Capsules. Made in the UK. Free tracked UK delivery. (126)
/products/amino-acid-multi	189	Amino acid and BCAA powder — Lemon & Lime Flavour with Citrulline Malate, BCAAs & Vitamins · 300 g. Made in the UK. Free tracked UK delivery. (141)
/products/apple-cider-multi	185	Apple cider vinegar capsules — With Chromium, Turmeric & Botanicals · 120 Vegan Capsules. Made in the UK. Free tracked UK delivery. (131)
/products/artichoke-multi	172	Artichoke extract capsules — With Choline, Biotin & Botanicals · 60 Capsules. Made in the UK. Free tracked UK delivery. (119)
/products/ashwagandha-multi	178	Ashwagandha capsules — With Ginseng, Cordyceps & Vitamins · 90 Capsules. Made in the UK. Free tracked UK delivery. (114)
/products/bilberry-multi	187	Bilberry capsules — With Pine Bark, Lutein, Zinc, Selenium & Vitamins · 60 Capsules. Made in the UK. Free tracked UK delivery. (126)
/products/botanical-fibre-multi	185	Fibre supplement powder — Fibre & Plant Blend with Glucomannan & Live Cultures · 300 g. Made in the UK. Free tracked UK delivery. (129)
/products/botanical-multi	176	Grapefruit seed extract capsules — With Grapefruit Seed, Zinc & Minerals · 60 Capsules. Made in the UK. Free tracked UK delivery. (129)
/products/collagen-multi	175	Collagen supplement powder — Orange Flavour Powder with Glucosamine, Vitamins & Minerals · 415 g. Made in the UK. Free tracked UK delivery. (139)
/products/cranberry-multi	178	Cranberry capsules — With D-Mannose, Zinc & Botanicals · 90 Vegan Capsules. Made in the UK. Free tracked UK delivery. (117)
/products/creatine-monohydrate	164	Creatine monohydrate powder — Pure Unflavoured Creatine Powder · 500 g. Made in the UK. Free tracked UK delivery. (113)
/products/creatine-multi	205	Creatine recovery shake — Chocolate Flavour Recovery Shake with BCAA, Collagen, Electrolytes Made in the UK. Free tracked UK delivery. (134)
/products/dandelion-multi	178	Dandelion capsules — With Vitamin B6, Magnesium & Botanicals · 90 Capsules. Made in the UK. Free tracked UK delivery. (117)

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/products/digestive-enzyme-multi	195	Digestive enzyme capsules — With Turmeric, Apple Cider Vinegar & Enzyme Blend · 90 Capsules. Made in the UK. Free tracked UK delivery. (134)
/products/electrolyte-multi	188	Electrolyte powder — Berry Flavour Hydration Powder with Electrolytes & Minerals · 540 g. Made in the UK. Free tracked UK delivery. (131)
/products/garcinia-cambogia-multi	180	Garcinia cambogia capsules — With Chromium & Green Coffee Bean · 90 Capsules. Made in the UK. Free tracked UK delivery. (119)
/products/glucomannan-multi	189	Glucomannan capsules — Vitamin B6, Choline, Minerals & Botanicals · 90 Vegan Capsules. Made in the UK. Free tracked UK delivery. (128)
/products/green-coffee-multi	182	Green coffee bean capsules — With Chromium, Iodine & Botanicals · 60 Vegan Capsules. Made in the UK. Free tracked UK delivery. (126)
/products/hemp-protein-multi	188	Hemp protein powder — Plant-Based Protein Powder with Fruits, Herbs & Vegetables · 500 g. Made in the UK. Free tracked UK delivery. (131)
/products/herbal-multi	176	Sugar beet fibre capsules — Sugar Beet Fibre & Botanical Blend · 90 Vegan Capsules. Made in the UK. Free tracked UK delivery. (125)
/products/l-glutamine-2-pack	175	L-glutamine capsules — Pure L-Glutamine 500mg · 180 Capsules (2 x 90). Made in the UK. Free tracked UK delivery. (112)
/products/live-cultures-max	173	Probiotic capsules — 8-Strain Formula, 20 Billion CFU · 30 Capsules. Made in the UK. Free tracked UK delivery. (110)
/products/live-cultures-multi	167	Probiotic capsules — 8 Strains, 4 Billion CFU · 30 Capsules. Made in the UK. Free tracked UK delivery. (102)
/products/maca-root-multi	182	Maca root capsules — With L-Arginine, Ginkgo Biloba & Zinc · 90 Vegan Capsules. Made in the UK. Free tracked UK delivery. (121)
/products/magnesium-multi	180	Magnesium capsules — With Vitamin C & Sugar Beet Fibre · 100 Vegan Capsules. Made in the UK. Free tracked UK delivery. (118)
/products/marine-collagen-multi	199	Marine collagen powder — Orange & Mango Flavour Powder with Hyaluronic Acid, MSM, Vitamins & Minerals · 315 g. Made in the UK. Free tracked UK delivery. (152)
/products/montmorency	161	Montmorency cherry capsules — Pure Cherry Extract 1500mg · 90 Capsules. Made in the UK. Free tracked UK delivery. (113)
/products/montmorency-2-pack	179	Montmorency cherry capsules — Pure Cherry Extract 1500mg · 180 Capsules (2 x 90). Made in the UK. Free tracked UK delivery. (123)
/products/montmorency-multi	180	Montmorency cherry capsules — With Vitamin B6, Beetroot & Tart Cherry · 60 Capsules. Made in the UK. Free tracked UK delivery. (126)
/products/msm-vitamin-c	183	MSM and vitamin C capsules — 600 mg per capsule · MSM + Vitamin C · 120 Vegan Capsules. Made in the UK. Free tracked UK delivery. (129)
/products/nattokinase-multi	179	Nattokinase capsules — With Vitamin D3, Selenium & Botanicals · 60 Capsules. Made in the UK. Free tracked UK delivery. (118)

Page	Was	Rewritten (character count)
/products/nitric-oxide-multi	170	Nitric oxide powder — L-Arginine, L-Citrulline & Beetroot · 440g Powder. Made in the UK. Free tracked UK delivery. (114)
/products/omega-3-6-9-multi	175	Omega 3-6-9 capsules — With Fish Oil, Flaxseed, Sunflower Oil & Vitamin E · 60 Gelatin Capsules. Made in the UK. Free tracked UK delivery. (138)
/products/panax-ginseng-multi	179	Panax ginseng capsules — With Botanicals, Vitamins & Minerals · 60 Capsules. Made in the UK. Free tracked UK delivery. (118)
/products/passion-flower-multi	202	Passion flower capsules — With Montmorency Cherry, Chamomile, Ashwagandha & Magnesium · 60 Capsule. Made in the UK. Free tracked UK delivery. (141)
/products/pea-protein-multi	199	Pea protein powder — Plant-Based Protein Powder with Green Tea, Spirulina, Açai & Dandelion · 500 g. Made in the UK. Free tracked UK delivery. (142)
/products/psyllium-husk-multi	171	Psyllium husk capsules — High-Fibre Botanical Blend · 100 Capsules. Made in the UK. Free tracked UK delivery. (109)
/products/pumpkin-seed-multi	181	Pumpkin seed capsules — With Olive Leaf, Clove Bud & Botanicals · 90 Capsules. Made in the UK. Free tracked UK delivery. (120)
/products/red-clover-multi	186	Red clover capsules — With Vitamin B6, Zinc, Sage & Siberian Ginseng · 60 Capsules. Made in the UK. Free tracked UK delivery. (125)
/products/rhubarb-multi	171	Rhubarb capsules — With Burdock, Clove & Botanicals · 100 Capsules. Made in the UK. Free tracked UK delivery. (109)
/products/rice-protein-multi	179	Rice protein powder — Chocolate Flavour Powder with Green Tea & Guarana · 500 g. Made in the UK. Free tracked UK delivery. (122)
/products/saccharomyces-multi	194	Saccharomyces boulardii capsules — With Vitamin D3, Biotin, Olive Leaf & Bamboo Silica · 30 Capsules. Made in the UK. Free tracked UK delivery. (143)
/products/soy-fibre-multi	184	Soy protein powder — Chocolate Flavour Protein Powder with Vitamins & Minerals · 300 g. Made in the UK. Free tracked UK delivery. (129)
/products/soy-fibre-multi-2	182	Soy protein powder — Vanilla Flavour Protein Powder with Vitamins & Minerals · 300 g. Made in the UK. Free tracked UK delivery. (127)
/products/turmeric-max	170	Turmeric capsules, high strength — With Vitamin B6, Zinc & Botanicals · 90 Capsules. Made in the UK. Free tracked UK delivery. (126)
/products/turmeric-multi	172	Turmeric capsules — With Vitamin B6, Zinc & Botanicals · 90 Capsules. Made in the UK. Free tracked UK delivery. (111)
/products/vitamin-c-multi	165	Vitamin C capsules — With Botanicals & Minerals · 60 Capsules. Made in the UK. Free tracked UK delivery. (104)
/products/vitamins-multi	181	Multivitamin capsules — With Botanicals, Minerals & Live Cultures · 120 Capsules. Made in the UK. Free tracked UK delivery. (123)
/products/whey-protein-multi	164	Whey protein powder — Chocolate Flavour Protein Powder with Stevia · 600 g. Made in the UK. Free tracked UK delivery. (117)

Page	Was	Rewritten (character count)
/products/whey-protein-multi-2	162	Whey protein powder — Vanilla Flavour Protein Powder with Stevia · 600 g. Made in the UK. Free tracked UK delivery. (115)
/reviews	161	42 verified Amazon UK customer reviews across our flagship range — Siberian Ginseng, Moringa, MSM + Vitamin C, Spirulina. (121)

Appendix B — all 55 broken internal links

Link on this page	Points at (404)
/products/african-mango-2-pack	/articles/african-mango-2-pack
/products/l-glutamine-2-pack	/articles/l-glutamine-2-pack
/products/marine-collagen-multi-2	/articles/marine-collagen-multi-2
/products/montmorency-2-pack	/articles/montmorency-2-pack
/products/msm-vitamin-c	/articles/msm-vitamin-c
/products/soy-fibre-multi-2	/articles/soy-fibre-multi-2
/products/whey-protein-multi-2	/articles/whey-protein-multi-2
/blog/best-supplements-eye-health-vision	/blog/antioxidants-explained
/blog/best-supplements-gut-health-bloat	/blog/gut-health-diet-microbiome
/blog/gmp-certification-supplements-uk	/blog/how-to-choose-plant-based-supplements
/blog/magnesium-citrate-vs-glycinate-vs-oxide	/blog/magnesium-multi
/blog/pea-protein-multi-guide	/blog/moringa-oleifera-guide
/blog/collagen-multi-guide	/blog/msm-vitamin-c-guide
/blog/marine-collagen-multi-2-guide	/blog/msm-vitamin-c-guide
/blog/marine-collagen-multi-guide	/blog/msm-vitamin-c-guide
/blog/best-supplements-women-over-40	/blog/nutrient-timing-for-menopause
/blog/morning-vs-evening-supplement-timing	/blog/plant-based-supplements-explained
/blog/whey-vs-pea-vs-rice-protein-vegan-comparison	/blog/plant-protein-vs-whey-muscle-repair
/blog/ashwagandha-multi-guide	/blog/siberian-ginseng-guide
/blog/maca-root-multi-guide	/blog/siberian-ginseng-guide
/blog/collagen-peptides-vs-msm-vs-vitamin-c	/blog/skin-nutrition-guide
/blog/pea-protein-multi-guide	/blog/spirulina-guide
/blog/hpmc-vs-gelatin-capsules-explained	/blog/supplement-purity-matters
/blog/gmp-certification-supplements-uk	/blog/supplement-quality-standards-uk
/blog/are-natural-supplements-actually-better	/blog/supplement-safety-guide
/blog/best-supplements-skin-hair-nails-vegan	/blog/supplement-safety-guide
/blog/panax-vs-siberian-ginseng-difference	/blog/supplement-safety-guidelines

Link on this page	Points at (404)
/blog/collagen-peptides-vs-msm-vs-vitamin-c	/blog/supplement-safety-tips
/blog/best-supplements-urinary-health-cranberry	/blog/supplement-timing-guide
/blog/supplement-stacking-order-matters	/blog/supplement-timing-tips
/blog/best-supplements-men-over-40	/blog/supplements-for-men-over-40
/blog/best-supplements-urinary-health-cranberry	/blog/wellbeing-routine-essentials
/blog/best-supplements-eye-health-vision	/blog/when-to-see-an-optometrist
/blog/morning-vs-evening-supplement-timing	/blog/why-hpmc-capsules
/blog/krill-oil-vs-fish-oil-omega-3-difference	/omega-3-6-9-multi
/blog/taking-supplements-with-food-or-without	/products/ashwagandha
/blog/electrolyte-multi-guide	/products/co-enzyme-q10
/blog/nattokinase-multi-guide	/products/coq10-ubiquinone
/blog/rhubarb-multi-guide	/products/digestive-enzymes
/blog/understanding-adaptogens-natural-herbs-that-help-your-body-handle-stress	/products/ginseng-siberiano-400-mg-capsulas-vegan-60-unidades
/blog/glucosamine-and-chondroitin-the-classic-joint-support-duo	/products/joint-support-msm-vit-c-montmorency-marine-collagen
/blog/nattokinase-multi-guide	/products/magnesium-bisglycinate
/blog/electrolyte-multi-guide	/products/magnesium-citrate
/blog/multi-gummies-guide	/products/omega-3-gummies
/blog/nattokinase-multi-guide	/products/omega-3-vegan
/blog/rhubarb-multi-guide	/products/probiotic-50-billion
/blog/multi-gummies-guide	/products/probiotic-gummies
/blog/rhubarb-multi-guide	/products/psyllium-husk
/blog/siberian-ginseng-vs-korean-ginseng-myth	/products/siberian-ginseng-multi
/blog/african-mango-extract-the-science-behind-this-weight-management-aid	/products/vitadefence%C2%AE-siberian-ginseng-800-mg-vegan-capsules-60-count-copy
/blog/taking-supplements-with-food-or-without	/products/vitamin-b12
/blog/hpmc-vs-gelatin-capsules-explained	/products/vitamin-b12-methylcobalamin
/blog/multi-gummies-guide	/products/vitamin-d3-gummies
/blog/electrolyte-multi-guide	/products/vitamin-d3-k2
/blog/taking-supplements-with-food-or-without	/products/vitamin-d3-k2

Appendix C — all 50 URLs returning 404

URL	In sitemap	Links pointing at it
/articles/african-mango-2-pack	no	0
/articles/l-glutamine-2-pack	no	0
/articles/marine-collagen-multi-2	no	0
/articles/montmorency-2-pack	no	0
/articles/msm-vitamin-c	no	0
/articles/soy-fibre-multi-2	no	0
/articles/whey-protein-multi-2	no	0
/blog/antioxidants-explained	no	0
/blog/gut-health-diet-microbiome	no	0
/blog/how-to-choose-plant-based-supplements	no	0
/blog/magnesium-multi	no	0
/blog/moringa-oleifera-guide	no	0
/blog/msm-vitamin-c-guide	no	0
/blog/nutrient-timing-for-menopause	no	0
/blog/plant-based-supplements-explained	no	0
/blog/plant-protein-vs-whey-muscle-repair	no	0
/blog/siberian-ginseng-guide	no	0
/blog/skin-nutrition-guide	no	0
/blog/spirulina-guide	no	0
/blog/supplement-purity-matters	no	0
/blog/supplement-quality-standards-uk	no	0
/blog/supplement-safety-guide	no	0
/blog/supplement-safety-guidelines	no	0
/blog/supplement-safety-tips	no	0
/blog/supplement-timing-guide	no	0
/blog/supplement-timing-tips	no	0

URL	In sitemap	Links pointing at it
/blog/supplements-for-men-over-40	no	0
/blog/wellbeing-routine-essentials	no	0
/blog/when-to-see-an-optometrist	no	0
/blog/why-hpmc-capsules	no	0
/omega-3-6-9-multi	no	0
/products/ashwagandha	no	0
/products/co-enzyme-q10	no	0
/products/coq10-ubiquinone	no	0
/products/digestive-enzymes	no	0
/products/ginseng-siberiano-400-mg-capsulas-vegan-60-unidades	no	0
/products/joint-support-msm-vit-c-montmorency-marine-collagen	no	0
/products/magnesium-bisglycinate	no	0
/products/magnesium-citrate	no	0
/products/omega-3-gummies	no	0
/products/omega-3-vegan	no	0
/products/probiotic-50-billion	no	0
/products/probiotic-gummies	no	0
/products/psyllium-husk	no	0
/products/siberian-ginseng-multi	no	0
/products/vitadefence%C2%AE-siberian-ginseng-800-mg-vegan-capsules-60-count-copy	no	0
/products/vitamin-b12	no	0
/products/vitamin-b12-methylcobalamin	no	0
/products/vitamin-d3-gummies	no	0
/products/vitamin-d3-k2	no	0

Appendix D — method

Step	What was done
Page count	sitemap.xml read in full: 385 URLs (243 blog, 64 product, 57 article, 9 bundle, 12 other).
Crawl	Full site crawl, 400/400 pages, robots.txt respected, same-origin only.
Faults	631 rows, pulled per fault type so nothing was truncated. Counts reconciled against the crawler's own summary.
Competitors	Live Google results for 18 of your own ranking phrases; 24 competing domains identified and profiled.
Keywords	30 seeds, every seed a product you sell. 2,904 unique phrases returned, 1,962 with a difficulty score.
Rewrites	258 descriptions regenerated from each page's own text, capped at 155 characters, verified 0 over the limit.
Market	United Kingdom, English. Search volumes are 12-month averages from Google's own advertising data.

Report generated 2 August 2026. Crawl reference d0796374-ce79-46fe-9050-b7e624572f45.