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YOUR AI SEO AUDIT

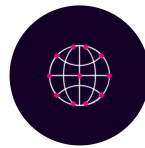
Welcome to Your AI SEO Audit

Welcome to your AI SEO Audit report, where we benchmark your website against your competitors across the four pillars of SEO: Technical SEO, Backlinks, Content and Keywords.



Technical SEO

Ensure your site is fast, mobile-friendly, secure, and easily crawlable by search engines.



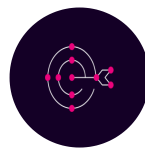
Backlinks

Build high-quality, relevant inbound links that establish authority and trust for your site.



Content

Publish valuable, engaging content that meets user intent and aligns with search engine best practices.



Keywords

Identify and optimize for relevant search terms that drive targeted traffic to your website.

What We Did

Our first step was to understand your business in depth. Using these insights, we identified and analyzed the top-performing competitors in your field to provide an accurate picture of your current SEO standing. We also uncovered key recommendations for improving your organic rankings in Google.

Data Sources and Limitations

This analysis is powered by the expert knowledge of the SEO team at *Atomic Leap*, who developed this AI-driven tool. While we do not have access to your Google Analytics or Search Console data—or those of your competitors—all figures in this report are consistent estimates drawn from the same datasets relied upon by major brands like **Amazon**, **Samsung**, **Adidas** and **Vodafone**.

This ensures the comparisons remain both relevant and accurate.

Next Steps

We hope you find this free version of the audit valuable. If you need deeper insights, more extensive data, or the ability to customize your set of competitors, we offer a paid version with expanded features.

Talk to Us

Although our AI tool provides robust, data-driven findings, it cannot fully replace human expertise — yet.

If you'd like a more hands-on approach, our seasoned SEO team is available to help you optimize your site and improve your rankings. Feel free to reach out at any time to discuss how we can elevate your SEO strategy.

Report Summary

This SEO Audit Report offers a detailed examination of your website in comparison to leading competitors in the retirement housing and care services sector: Competitor 1 (full competitor name revealed in your report), Competitor 2 (full competitor name revealed in your report), and Competitor 3 (full competitor name revealed in your report). The analysis identifies significant areas where your website can enhance its digital presence, primarily focusing on traffic, ranked keywords, and technical website aspects.

Keyword Rankings and Opportunities

Your website currently ranks for 3,030 keywords, falling behind Competitor 1 (full competitor name revealed in your report) and Competitor 2 (full competitor name revealed in your report), who lead with 4,498 and 4,169 keywords, respectively. This indicates an opportunity to improve your keyword strategy for better search visibility. Recommendations include optimizing for high-volume keywords and addressing gaps in brand-specific and service-related keywords, focusing on service expansion and volunteer opportunities to boost engagement.

Technical SEO and Site Health

The technical overview reveals your website's strong performance, with zero critical errors across its web pages. However, it faces moderate issues, including missing H1 tags, non-optimized title lengths, and absent meta descriptions. Addressing these elements can improve overall SEO performance and user experience, aligning better with search engine requirements.

Backlink Profile and Improvements

Your website leads in total referring domains (1,300), yet the majority are low-authority domains. There are opportunities to focus on acquiring higher-quality backlinks from moderate and established authority domains, which can significantly enhance search rankings. Additionally, targeting domains that competitors utilize, such as "askbart.org" and "thenationalcareline.org," can create diversification and effectiveness in your backlink strategy.

Recommendations and Strategic Action

To close the gaps, the report provides recommendations for enhancing your keyword strategy, addressing technical issues, and improving backlink quality. By following these



strategic actions, your website can improve its search engine rankings, raise visibility, and fortify its market position in the competitive landscape of retirement housing and care services.

Each section of the report contains detailed analyses and actionable strategies to guide your website in refining its SEO practices and achieving sustained digital growth.



Who We Are Benchmarking You Against and Why We Chose Them

Explanation and Justification of Competitor Selection

To bolster your website’s position in the competitive landscape of retirement housing and care services, a comprehensive analysis was carried out to identify relevant competitors on key priority keywords. The selection of these competitors is based on their high relevancy scores, indicating a significant overlap in services, target demographics, and geographic presence with your website. Below is the table showcasing the chosen competitors and the rationale for their selection:

Domain	Organization Name	Business Summary	Relevancy Scores
Competitor 1 (full competitor name revealed in your report)	Competitor 1 (full competitor name revealed in your report)	This competitor is a trusted not-for-profit care provider operating care homes across England and Scotland, specializing in residential, nursing, dementia, palliative, and respite care. The organization focuses on person-centered care and reinvests any surplus income to improve services and facilities.	65, 75, 60, 55
Competitor 2 (full competitor name revealed in your report)	Competitor 2 (full competitor name revealed in your report)	This competitor is a UK-based developer and manager of retirement communities, providing	45, 60, 60, 50



		specialized housing for seniors. They focus on creating retirement living environments with supportive services and diverse living options such as independent living and assisted living for those over 60 and 70 respectively.	
Competitor 3 (full competitor name revealed in your report)	Competitor 3 (full competitor name revealed in your report)	This competitor is a leading care home group in the UK, specializing in providing dementia, residential, nursing, and respite care across multiple homes in the North of England and the Midlands. They focus on personalized care plans, offering a range of engaging activities and high-quality services tailored to residents' needs.	60, 47, 50, 50

The rationale for choosing these competitors is multifaceted:

Competitor 1 (full competitor name revealed in your report) aligns closely with your website's services and mission, offering a wide range of care options and prioritizing person-centered approaches. Their strong relevancy scores (65, 75, 60, 55) reflect their prominence and expertise in the care sector, making them a strategic benchmark for quality and service delivery.

Competitor 2 (full competitor name revealed in your report) was selected due to their focus on developing and managing retirement communities, a core service area for your website. Their scores (45, 60, 60, 50) signify their competitive standing in senior living solutions, providing valuable insights into community building and service innovation.





Competitor 3 (full competitor name revealed in your report) has been included because of their specialization in dementia and nursing care, services that are integral to your website's offerings. Their robust scores (60, 47, 50, 50) highlight their service excellence and geographic reach, offering strategic learning opportunities in tailored care and resident engagement.

In conclusion, these competitors have been carefully chosen to provide actionable insights and benchmarking metrics that align with your website's mission to enhance social connections and independence for older adults.



Top Level Performance Comparison: You vs. Competitors

Below is a table that shows your top-level SEO performance metrics against the competitors we have identified.

Here is an explanation of what each metric means:

- **Domain Rank:**
This metric reflects how trustworthy a site is from a search engine's perspective. It is a score out of 1000; the higher the score, the more likely Google will rank your website for any search term.
- **Traffic:**
Roughly how many visitors go to the domain each month from Google search. This is estimated but is calculated the same way for each domain.
- **Number of Top 30 Ranking Keywords:**
This is the total number of keywords your website shows up on within the first three pages of Google search results. Since most users rarely go past page 3, only the first 3 pages are counted.
- **Number of Referring Domains:**
The total number of websites that contain links to your website. Getting links from other websites is key to appearing organically in Google's search results.
- **Branded % Traffic:**
The rough percentage of traffic you get from people specifically searching for your business name, as opposed to those searching for the services you provide.

Domain	Domain Rank	Traffic	Number of Top 30 Ranking Keywords	Number of Referring Domains	Branded % Traffic
Competitor 1 (full competitor name revealed in your report)	320	27274.88	4498	1091	8.50%



Competitor 2 (full competitor name revealed in your report)	341	25487.36	4169	1106	4.66%
Competitor 3 (full competitor name revealed in your report)	278	8025.60	1979	451	11.92%
your website	353	56636.16	3030	1300	2.09%

Analysis of Key Differences

Summary of Key Differences: Your website demonstrates strong SEO metrics with significant differentiation primarily in traffic and domain authority compared to the competitors. However, there's an opportunity to improve branded search traffic percentage.

Traffic

Your website has the highest estimated organic search traffic among the competitors with 56,636.2. The closest competitor, Competitor 1 (full competitor name revealed in your report), has only about 48% of your traffic, emphasizing your stronger presence in organic searches.

Number of Top 30 Ranking Keywords

With 3,030 keywords in the top 30 positions, your website underperforms compared to Competitor 1 (full competitor name revealed in your report), which ranks for 4,498 keywords. This suggests room for expanding keyword optimization strategies.

Domain Rank & Referring Domains

Your Domain Rank is 353, the highest among the competitors, which suggests stronger domain authority. Additionally, you lead with 1,300 referring domains, surpassing other competitors, indicating a robust backlink profile.



Branded % Traffic

Your branded traffic percentage is 2.09%, significantly lower than Competitor 3 (full competitor name revealed in your report) at 11.92%. This points to a potential opportunity to enhance brand visibility and engagement in branded searches.

Unlock Full Competitor Insights

Understand how you stack up against your competitors with a detailed analysis.



In-depth performance metrics for all competitors



Data-Driven Competitor Benchmarking



Actionable insights for strategic growth

[Request A Full
Competitor
Report](#)

Let Us Optimise Your Strategy

Leverage our expertise to dominate your competition



Tailored competitor benchmarking and analysis



Data-driven strategies to close performance gaps



Ongoing support to secure long-term SEO success

[Talk To Our
Experts](#)



Your Keyword Report

Keywords lie at the heart of any successful SEO strategy. They are the specific words and phrases that users type into search engines when seeking products, services, or information. By targeting the right keywords, a website can attract qualified traffic, increase brand visibility, and ultimately drive conversions. In this section, we will analyze the keywords your organization currently ranks for, compare them against your key competitors, and identify opportunities to improve both search engine visibility and overall digital performance.

Several key terms and concepts underpin our analysis:

- **Rank:** Refers to where a webpage appears on the Search Engine Results Page (SERP). A rank of 1 means that the keyword appears at the top of Google, whereas 10 relates to the bottom of the first page. A higher rank (closer to position one) generally increases organic clicks and can drive more traffic to your site.
- **Search Volume:** The average number of times a keyword is queried in a search engine per month. Higher-volume keywords can attract more visitors if you achieve strong rankings, but they may also have higher levels of competition.

Our analysis will guide you in refining and optimizing your keyword strategy, ensuring that your website remains aligned with user intent, maintains a competitive edge, and sustains long-term growth.

Summary of Keyword Performance

The keyword analysis highlights your website's strong presence in brand-specific and service-related search terms, essential for sustaining market positioning in retirement housing and care services. While ranking well for targeted geographical areas, there is an opportunity to bolster local SEO further. Comparing competitor keyword strategies reveals that your website trails behind some, spotlighting gaps in keyword strategy. Focusing on high-volume keywords and optimizing for identified missing keywords, particularly those related to service expansion and volunteer opportunities, can improve visibility and engagement. A strategic realignment in keyword applications is recommended to maintain competitive advantage.



SEO Keyword Analysis Report for your website

Keyword Ranking Overview

Keyword	Search Volume	Rank
great missenden hp16	27100	8
great missenden hp16	27100	8
ivy housing	9900	8
ivy housing	9900	8
howard house	8100	7
howard house	8100	7
hampton house	6600	2
your website	5400	1
your website	5400	1
your website house	5400	1
your website houses	5400	1
your website housing	5400	1
your website housing	5400	1
chris nicholl footballer	5400	5
chris nicholl	5400	6
house retirements	5400	6
wells housing	5400	9
retired home	5400	10
your website	5400	1



your website	5400	1
your website house	5400	1
your website houses	5400	1
your website housing	5400	1
your website housing	5400	1
chris nicholl footballer	5400	5
chris nicholl	5400	6
house retirements	5400	6
wells housing	5400	9
retired home	5400	10
the grove newcastle	4400	4
sheltered accommodation near me	4400	8
lee house	4400	10
the grove newcastle upon tyne	4400	7
sheltered accommodation near me	4400	8
the grove newcastle	4400	4
lee house	4400	10
the grove newcastle upon tyne	4400	7
your website care home	3600	1
your website nursing home	3600	1
your website society care homes	3600	1
archer house	3600	4
care homes near me dementia	3600	7
assisted living facilities near me	3600	9
the old bakehouse	3600	9



sheltered housing	3600	10
your website care home	3600	1
your website nursing home	3600	1
your website society care homes	3600	1
archer house	3600	4
care homes near me dementia	3600	7

Analysis and Segmentation

The keywords your website currently ranks for have been sorted into segments to better understand their relevance and potential value to your business:

Brand-related Keywords

Keywords such as "your website", "your website house", and "your website housing" are directly related to your brand. These keywords suggest a high level of brand awareness and are crucial for maintaining your existing market position. Given their high rank and relevance, it is important to continue optimizing content around these terms to maintain and enhance your visibility.

Service-related Keywords

Keywords like "sheltered housing", "your website care home", "your website nursing home", and "sheltered accommodation near me" are directly related to your services. These keywords demonstrate a clear intent from users seeking retirement housing and care solutions. Continued optimization on these terms can assist in attracting a targeted audience who are actively searching for your offerings.

Location-based Keywords

Keywords such as "the grove newcastle", "great missenden hp16", and others include specific locations and indicate searches related to geographic areas where you have a presence. Optimizing for these keywords can enhance local search visibility and help attract users searching for housing solutions in those areas.

General Retirement and Housing Keywords

Keywords like "retired home", "house retirements", and "ivy housing" are broader terms within your industry. Although they have lower specificity compared to brand-related keywords, they capture a wider audience who may not yet be aware of your brand or



specific services.

Conclusion

Your website's current keyword rankings reveal a strong presence in searches related to your brand and core services. To further bolster your position, the focus should remain on optimizing brand-specific and service-specific keywords while developing local SEO strategies to enhance visibility in regional searches. By aligning your content strategy with these insights, you can attract a highly relevant audience and support your charitable mission of providing supportive retirement housing and care solutions.

SEO Keyword Analysis for your website

The keyword data demonstrates your strong positioning within the retirement housing and care services sector across various regions in England and Wales. Analyzing the top-ranking keywords reveals insightful patterns related to your service offerings and business locations.

Branded and Business-Specific Keywords

Keywords such as "your website", "your website society care homes", "your website nursing home", and "your website care home jobs" rank highly and reflect your established brand presence in the retirement housing and care services market. This group of keywords indicates strong brand awareness and relevance to your core offerings like sheltered housing, independent living, and more specialized care homes.

Service-Based Keywords

Keywords like "independent living accommodation", "dementia-friendly care homes", and "nursing homes" align with your outlined services. These terms have good search volumes and are closely related to your service categories, emphasizing the importance of focusing on these as core content areas for your site.

Geographically Targeted Keywords

The keyword data also shows regional focused searches, such as "your website care home Clitheroe", "your website Bristol and Keynsham Society", and "your website Bramhall". These results emphasize your reach across different regions, helping reinforce your presence throughout England and Wales, which corresponds well with your stated operational locations.



Integration with Care Community and Experience

There is an excellent opportunity to further integrate keywords related to community and living experience. Keywords such as "social connections for older people" and "safe supportive living communities" could enhance SEO for landing pages focused on the lifestyle and community benefits of choosing your services.

Opportunities and Recommendations

Several keywords ranked lower, such as "retirement villages northern Ireland" and "apartments for seniors". These areas may present opportunities for growth and content expansion, particularly if they align with planned geographical or service expansions. Additionally, ensure content around lesser-known service offerings, such as volunteering opportunities, is optimized to increase visibility in these areas.

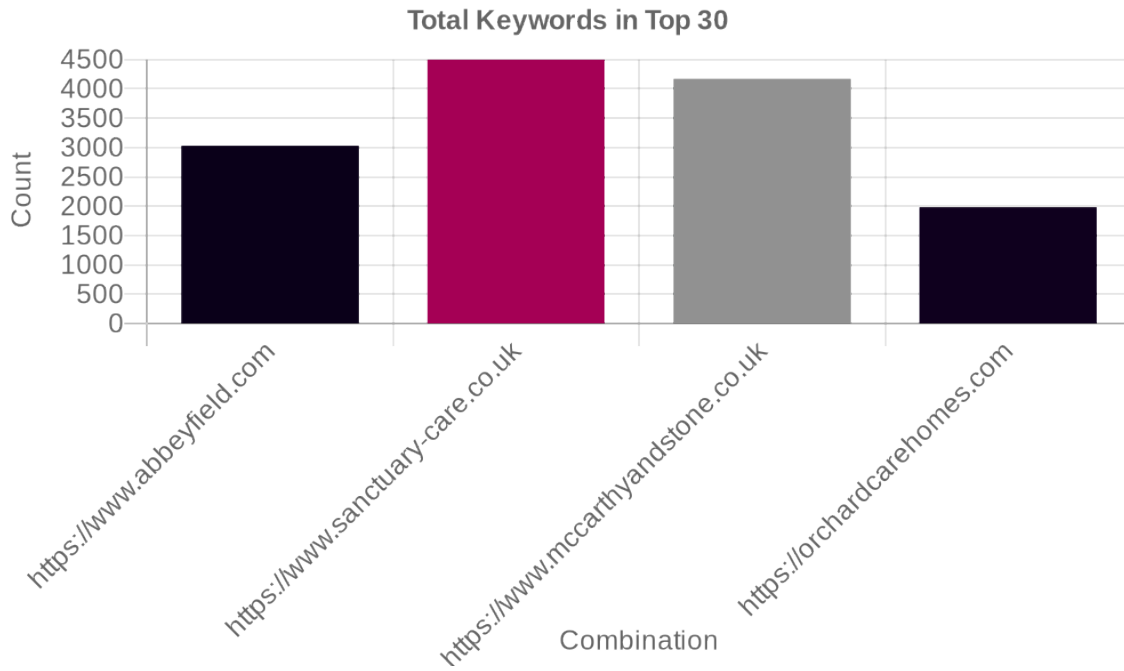
Overall, maintaining a cohesive strategy that continuously reinforces your brand, services, and geographical presence will further solidify your standing in the market. Tailoring content to these high-ranking keywords ensures maximum engagement and retains strong relevance with search engine algorithms.

You v Competitors Keyword Analysis

Your website currently ranks for 3,030 keywords. When evaluating your performance against competitors, the analysis reveals significant insights. Competitor 1 (full competitor name revealed in your report) domain leads with 4,498 keywords, representing approximately 48.5% more keywords than your current count, indicating a considerable gap to address in your search visibility strategy. Meanwhile, Competitor 2 (full competitor name revealed in your report) domain ranks for 4,169 keywords, which is also higher than your total by around 37.5%, further highlighting potential areas for improvement in your keyword strategy. On the other hand, Competitor 3 (full competitor name revealed in your report) domain ranks for only 1,979 keywords, marking a clear competitive advantage for you, as their count stands at about 65.3% of your total keywords. Targeted enhancement of your keyword rankings could further strengthen your online visibility and narrow the gap with leading competitors.

We have looked at your competitor keywords to see where you are winning and losing against your competitors. Below is a graph that shows how many keywords you rank for compared to your competitors:

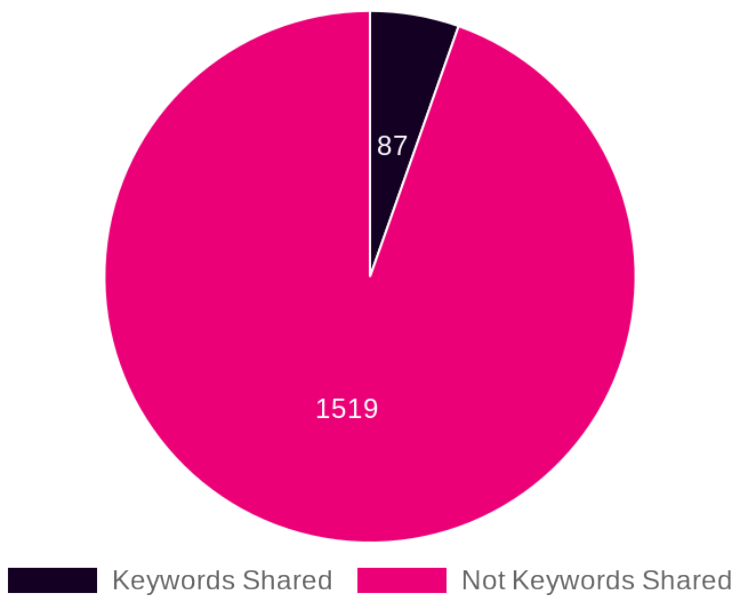




You v Competitor 1 (full competitor name revealed in your report) domain:

The below pie chart shows the keyword overlap between you and the competitor out of the total keywords you appear for:

% of Keywords Shared With <https://www.sanctuary-care.co.uk>



Missing Keywords Report

Section 1: Top Missing Keywords Analysis

We have analyzed the missing keywords your strategy currently lacks, focusing on the top keywords with the highest search volumes. These keywords represent areas where your content can be optimized for greater visibility and performance.

Rank	Missing Keyword	Search Volume
1	w9 2ba	2400
2	abercorn house	2400
3	park view house	4400
4	shaftesbury house	3600
5	care homes in london	3600

The above keywords not only rank high in search volume but also display significant gaps in your current content strategy, providing opportunities to capture more audience and improve site traffic.

Section 2: Keyword Targeting Recommendations

Upon comparing the missing keywords with the recommended keyword list, we have identified key terms that align with your strategy and should be prioritized for optimization. These keywords align well with your business goals and target audience, making them crucial for your content strategy.

Keyword	Search Volume	Recommended Reason
volunteering care home	1300	Aligns with the focus on volunteering opportunities.
volunteering nursing homes	1300	Suits the targeted volunteering theme in caretaking context.
voluntary work care home	1300	High pertinence with the recommended volunteer opportunities.



volunteer care home	1300	Relevant to expanding volunteer initiatives in care services.
volunteers for care homes	1300	Matches the recommended strategy of bolstering volunteer care initiatives.
volunteering in care homes near me	170	Locally oriented, resonating with geographic volunteer focus.
care homes in south east london	210	Geographic alignment with recommended regional focus.
nursing homes in south east london	210	Consistent with recommended nursing home search focus.
residential care homes london	210	Essential for boosting presence in targeted regional area.
nursing homes london	3600	High search volume and directly aligned with strategic objectives.

Conclusion

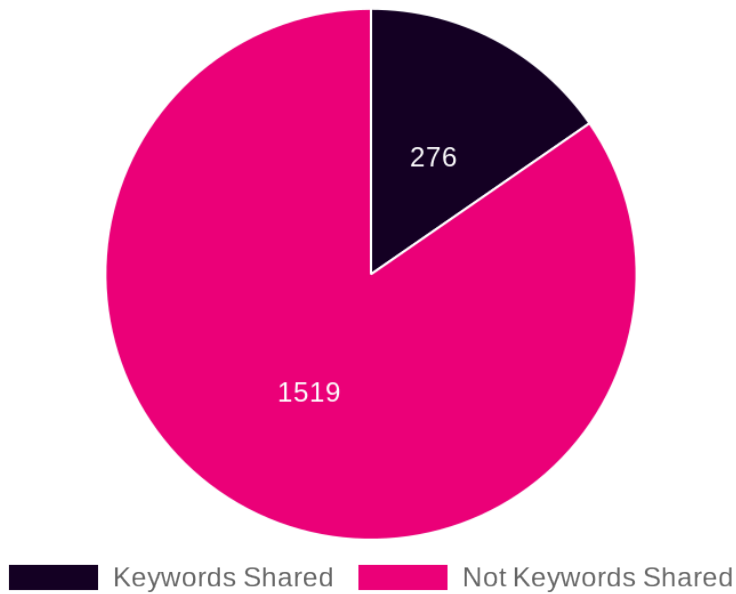
Prioritize the identified relevant keywords to close gaps in your current strategy. By targeting these keywords, you can enhance visibility and relevance for users focused on volunteering and specific geographic areas. Implementing these recommendations will provide a strategic improvement in keyword integration and overall SEO performance, leading to increased engagement and visibility.

You v Competitor 2 (full competitor name revealed in your report) domain:

The below pie chart shows the keyword overlap between you and the competitor out of the total keywords you appear for:



% of Keywords Shared With <https://www.mccarthyandstone.co.uk>



Missing Keywords Report

Section 1: Top Missing Keywords Analysis

The analysis below identifies the keywords with the highest search volume that are missing from your current strategy, indicating significant opportunities for increased visibility and engagement. The table highlights the top 5 missing keywords based on their monthly search volume:

Rank	Missing Keyword	Search Volume
1	mccarthy and stone	18,100
2	mccarthy stone	18,100
3	strawberry hills housing	9,900
4	glebe court	3,600
5	swift house	3,600

These keywords represent the highest-volume areas where you are currently not ranking, offering substantial traffic potential if incorporated into your content strategy.



Section 2: Keyword Targeting Recommendations

The following comparison of missing keywords with the recommended keyword list has identified several key opportunities for content optimization. These keywords are both missing from your current strategy and deemed high-priority based on their relevance, search volume, and intent:

Keyword	Search Volume	Recommended Reason
sheltered housing edinburgh	90	High relevance to geographical focus on the senior housing market
sheltered housing stafford	50	Aligns with service offerings related to sheltered housing

Missing Keyword Summary

Relevant Missing Keywords: There are a number of relevant keywords where you are missing out on search volume and potential new customers, such as "sheltered housing edinburgh."

High Volume Keywords: Keywords such as "mccarthy and stone" may fit well with your existing content strategy and, if targeted, can significantly enhance your website's visibility on search engines.

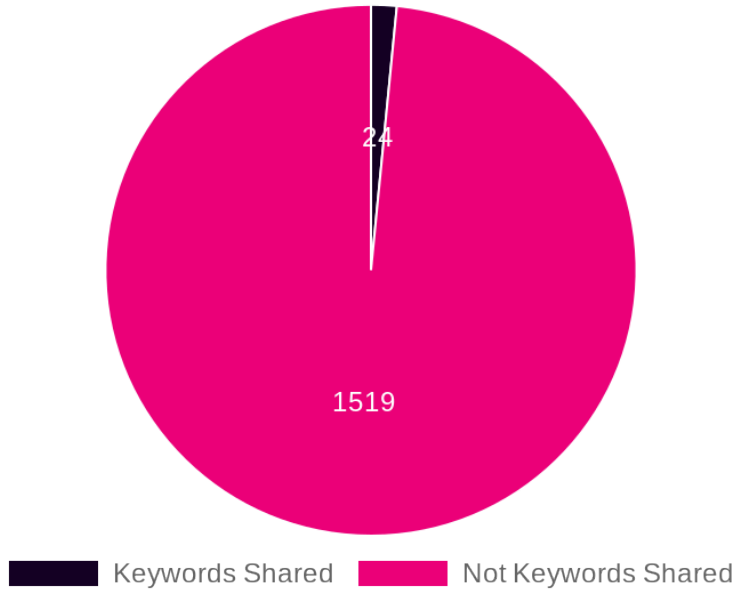
Conclusion: We recommend targeting the most relevant missing keywords and integrating them into your SEO content plan. By executing these steps, you can effectively close gaps in your keyword strategy, improving visibility, driving traffic, and aligning with your business objectives.

You v Competitor 3 (full competitor name revealed in your report) domain:

The below pie chart shows the keyword overlap between you and the competitor out of the total keywords you appear for:



% of Keywords Shared With <https://orchardcarehomes.com>



Missing Keywords Report

Section 1: Top Missing Keywords Analysis

We have analyzed which keywords your competitor ranks for in Google, where you currently do not appear in the top 3 pages. The following table highlights the top 5 missing keywords based on their monthly search volume. These keywords present opportunities to tap into high-traffic areas where you are currently absent.

Rank	Missing Keyword	Search Volume
1	care.homes near me	90,500
2	nursing care homes near me	18,100
3	orchard	18,100
4	thornton hall	22,200
5	orchard houses	22,200

The keywords listed above represent the highest-volume keywords that you do not currently rank for, which can provide opportunities to significantly boost visibility and traffic.



Section 2: Keyword Targeting Recommendations

In this section, we have focused on the missing keywords that align closely with the recommended keyword list. These keywords are not only missing from your current strategy but also align with high-priority areas of interest, based on relevance, search volume, and intent.

Keyword	Search Volume	Recommended Reason
dementia friendly care homes east midlands	N/A	High relevance to the niche and aligns with strategy to target dementia care homes
sheltered housing east midlands	N/A	Aligns with the strategy to target housing services in the East Midlands
independent living east midlands	N/A	Key area of focus for independent living services, aligning with strategic goals
residential care homes east midlands	N/A	Core to the residential care service strategy in the East Midlands
nursing homes east midlands	N/A	Matches the focus on expanding nursing homes in target areas
care at home services east midlands	N/A	Important for targeting in the care at home services strategy
sheltered housing east of england	N/A	Strategically aligns with housing services in this region
independent living east of england	N/A	Targets independent living sector in key geographical area
residential care homes east of england	N/A	Relevance to the care home expansion in the East of England
nursing homes east of england	N/A	Reflects the strategic goal to enhance nursing home presence

Missing Keyword Summary

Relevant Missing Keywords: There are a number of relevant keywords where you are missing out on search volume and potential new customers. Areas such as dementia care






and residential care homes should be prioritized.

High Volume Keywords: Keywords such as "care.homes near me" could potentially lead to a significant increase in traffic if included in your strategy.

Conclusion of this competitor missing keyword analysis: We recommend that you target the most relevant missing keywords and look into creating a plan around them. By implementing these recommendations, you can systematically close the gaps in your keyword strategy and optimize your content for both visibility and relevance.

Access Advanced Keyword Intelligence




Upgrade to access a fully customized keyword strategy tailored to your business.

-  Discover high-value keywords you're missing
-  Gain advanced insights into competitor keyword dominance
-  Build a roadmap to own your niche in search rankings

Upgrade For Full Access

Let Us Build Your Keyword Strategy

Partner with our experts to create a winning keyword plan and dominate search.

-  Comprehensive keyword research and analysis
-  A keyword strategy designed to drive traffic and conversions
-  Drive sustainable growth through expert optimisation

Talk To Our Strategists



Your Technical Report

In this section of the report we will look at the technical errors and issues you have on your website compared to the competitors.

Technical SEO is the foundation that ensures your website is accessible and understandable to search engines, particularly Google. While content quality and relevance are crucial for attracting clicks, technical SEO focuses on the behind-the-scenes elements—such as site speed, mobile-friendliness, site architecture, and structured data—that allow search engines to crawl, index, and accurately rank your site.

Even small oversights, like broken links or missing meta tags, can obstruct search engine bots and result in lower visibility. When these errors accumulate, they significantly hamper user experience and reduce the likelihood of your content appearing on the first page of search results.

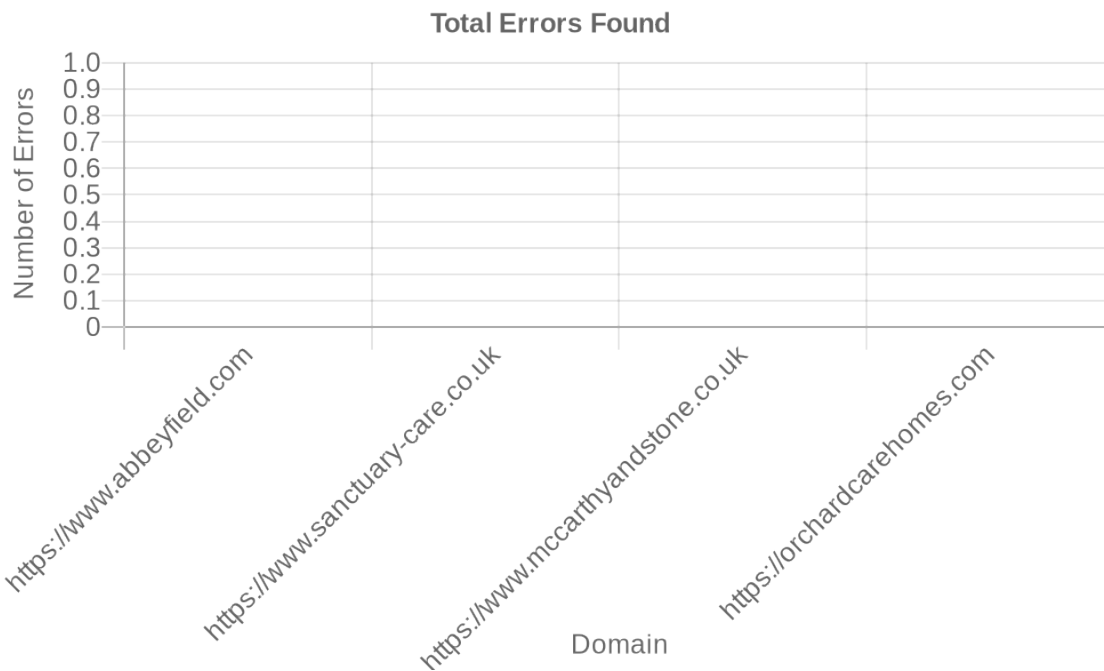
By proactively identifying and resolving technical issues, you not only streamline the crawling and indexing processes but also send strong quality signals to Google, ultimately boosting your site's rankings and helping you stand out in an increasingly competitive digital landscape.

Summary of Errors and Issues

Your website demonstrates strong technical SEO performance with no critical errors detected across its 47 pages. This reflects rigorous web management and results in a seamless user experience and enhanced search engine visibility. However, the site does present a moderate number of issues, affecting around 46.81% of pages. The main concerns are related to page titles and descriptions: one page lacks an H1 tag, 13 pages have titles that are too long, 5 pages have titles that are too short, and 3 pages lack meta descriptions. These issues can impact search engine ranking and user engagement, indicating a need to optimize these elements to improve the site's overall SEO performance and user experience.



Errors Overview Comparison



Section 1: Errors Overview

Table of Total Errors and Page/Issue Ratio

Domain	Page/Issue Ratio	Total Pages	Total Errors
your website	0.00%	47	0

Commentary:

Your website shows impressive results with zero errors reported across its 47 pages, leading to a perfect page/issue ratio of 0.00%. This indicates that there are no immediate concerns regarding broken resources, links, or erroneous code that could impact the site's functionality or user experience. It is commendable for a website to maintain such a standard, which suggests rigorous web management practices.



Section 2: Specific Errors Comparison

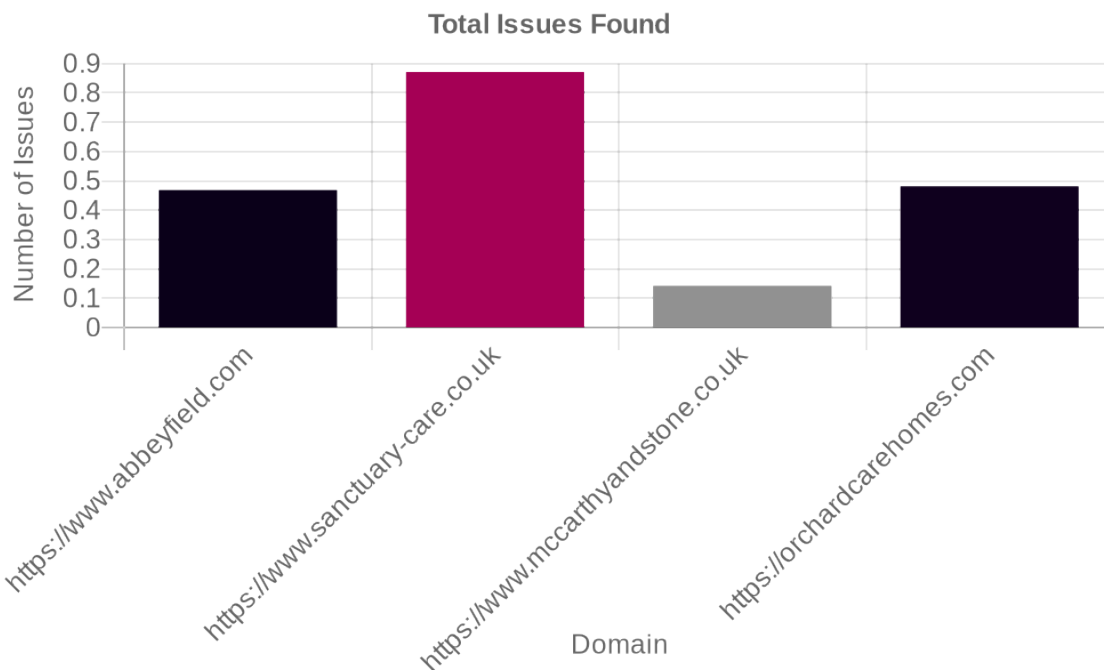
Table of Specific Errors

Domain	Errors Identified
your website	No Errors Detected

Commentary:

For your website, no specific errors were identified, including no issues related to broken resources, broken links, 4xx codes, 5xx codes, or generically broken pages. This is an excellent result, reflecting a highly optimized and well-maintained site that likely delivers a positive user experience while also being SEO-friendly. Maintaining no errors is crucial for preserving site authority and ensuring seamless user interactions and accessibility.

Issues Overview Comparison



Section 1: Issues Overview

Domain	Page/Issue Ratio	Total Pages	Total Issues
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your website	46.81%	47	22
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The domain your website has a moderate level of issues, with a Page/Issue Ratio of 46.81%, which indicates that nearly half of the total pages are experiencing issues. Although you successfully maintain fewer pages at 47 in total, which is easier to manage, the focus should be on enhancing technical aspects to reduce the number of issues currently present. Improving these will likely lead to better user experience and SEO performance.

Section 2: Specific Issues Comparison

Domain	No h1 tag	Title too long	Title too short	No description
your website	1	13	5	3

In the specific issues analysis, your website experiences various issues with its page titles and descriptions. Specifically, there is 1 page without an H1 tag, which is crucial for defining the primary topic of the page. Furthermore, 13 pages have titles that are too long, which may result in search engines truncating the titles, and 5 pages have titles that are too short, potentially failing to convey enough context. Moreover, 3 pages are lacking meta descriptions, which are vital for enticing users to click from search results. Addressing these specific issues is important for improving the site's search visibility and user experience.

Conclusion and Recommendations

The analysis of your website's technical SEO performance shows commendable results in terms of error management, with zero errors across the site's pages. However, there are notable issues that need addressing to bolster the site's search engine visibility and user engagement. The Page/Issue Ratio at 46.81% indicates room for improvement in managing technical issues.

Key areas for optimization include resolving the absence of H1 tags, adjusting excessively long or short titles, and ensuring all pages have meta descriptions. By refining these elements, your website can enhance its user experience and potentially improve its ranking positions in search engine results.

- Introduce regular audits of the site to identify and address missing or ineffective headings, and optimize title lengths and meta descriptions to align with SEO best practices.
- Allocate resources to develop and implement a strategy for continuous webpage optimization, ensuring that future content adheres to SEO-friendly formats from the outset.
- Employ advanced SEO tools to constantly monitor and refine aspects of the site that affect its performance and user experience.



- Encourage a broader SEO strategy that includes training for content creators to understand and apply basic SEO principles.

Implementing these recommendations will support your website in achieving a more robust presence in search engine results, fostering improved visibility and user satisfaction.

Get a Full Technical SEO Report

Upgrade to uncover all technical issues holding your site back.



Competitor benchmarking



Comprehensive error analysis with prioritised fixes



Boost rankings & UX with actionable insights.

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We'll Fix Your Technical SEO for You

Our team will handle all technical errors to optimise your site



Full technical audit and error resolution



Enhanced site speed, security, and mobile optimisation



Expert support to future-proof your website's SEO

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Referring Domains Performance Analysis

In the section of the report we will look at the backlinks you have and compare them to the competitors identified.

Backlinks and referring domains play a critical role in signaling your website's authority and relevance to Google, directly influencing how well your site ranks on search results pages. Essentially, when other reputable sites link to your content, it serves as an endorsement that can elevate your position in search results. However, not all backlinks are created equal—issues such as spammy links or low-quality and irrelevant referring domains can trigger red flags with search engines. These errors can undermine your site's credibility, leading to ranking penalties and reduced visibility. By ensuring links come from authoritative and relevant sources, you'll strengthen your domain's standing in search results and safeguard your site from potential penalties.

Summary

The analysis reveals that your website leads in the total number of referring domains compared to its competitors, indicating a robust online presence. However, most backlinks come from low-authority domains, with only a few from established authorities. Recommendations include acquiring more high-quality backlinks and focusing efforts on moderate authority domains to improve search rankings. Although the site has a strong foundation of low-spam domains, there's a need to address the presence of high-spam domains. Additionally, your website can benefit from targeting domains like "Competitor 1 domain" and "askbart.org" that competitors use, enhancing backlink diversity and effectiveness.

Overview of Total Referring Domains

Domain	Total Referring Domains
Competitor 1 domain	1091
Competitor 2 domain	1106
Competitor 3 domain	451
your website	1300



How You Compare

Your website leads in the total number of referring domains with 1300. Compared to your competitors, your site holds a stronger position. The closest competitor is Competitor 2 domain with 1106 referring domains, followed by Competitor 1 domain with 1091, and Competitor 3 domain with 451. The extensive number of domains linking back to your website indicates a robust online presence and a competitive advantage in your industry.

Your Current Backlink Profile

Referring domains—websites that link to yours—play a key role in how search engines perceive your credibility. Not all backlinks are equal; some carry more influence than others. As you review your backlink profile and compare it to competitors, here's what you need to know:

Low Authority

What They Are: Small or new sites.

- **So what?** If your profile is full of these, your SEO impact may be limited. However, they still add diversity and can be useful if they are relevant to your niche.

Moderate Authority

What They Are: Sites with some trust and credibility.

- **So what?** A healthy mix of these helps boost rankings without being too difficult to acquire. If you're lacking in this range, you may be missing an opportunity for steady growth.

Established Authority

What They Are: Well-known, credible websites.

- **So what?** If you have links from these sites, your SEO is on solid ground. If competitors have more, they may be seen as more authoritative in your industry.

High Authority

What They Are: Industry-leading sites with strong trust.



- **So what?** A few links from these can significantly impact your rankings. If your competitors have more of these, they may be outranking you due to stronger domain authority.

Premier Authority

What They Are: The most trusted sites online (e.g., major news outlets).

- **So what?** These are rare and highly valuable. If you or your competitors have links from these, it's a game-changer for SEO and credibility.

What This Means for You

When reviewing your backlink profile, ask:

- Do you have a mix of different authority levels?
- Are your links from relevant, high-quality sources?
- How does your profile compare to competitors?

If your competitors have stronger backlinks, you may need to refine your strategy to build higher-quality links and close the gap. If you're ahead, maintaining and growing your authority will be key to staying on top.

1. Client Domain: your website

The domain **your website** primarily receives backlinks from low-authority domains, with a total of 1,186 domains classified in this category. These represent the majority of their referring domains. In the moderate authority category, there are 108 domains. Notably, there are 2 backlinks from established authority domains, and no backlinks from high or premier authority domains.

The total number of backlinks for your website is 1,296.

2. Benchmark Comparison against Competitors

Domain Category	Domains Referring to your website	Domains Referring to Competitor 1 domain	Domains Referring to Competitor 2 domain	Domains Referring to Competitor 3 domain
Low Authority	1,186	1,063	1,070	430
Moderate	108	27	35	20



Authority				
Established Authority	2	0	0	0
High Authority	0	0	0	0
Premier Authority	0	0	0	0

When comparing the client domain to its competitors, it is clear that **your website** has a substantial number of low-authority backlinks. However, it is noteworthy that your website has achieved some backlinks from established authority domains, unlike its competitors, which could enhance trust and visibility.

Summary and Recommendations

The current backlink profile of your website highlights a strong reliance on low-authority domains, which, while useful for diversity, might not provide significant leverage for improving search rankings. To better compete, the following strategies are recommended:

- Increase efforts to acquire more backlinks from moderate and established authority domains to strengthen domain trust and search engine visibility.
- Create high-quality content and foster collaborations that encourage backlinks from more reputable sites.
- Focus outreach efforts on domains with a score range of 101–500 to reflect a noticeable step up in backlink quality.

Quality of Backlinks Overview

Referring domains—websites linking to yours—can affect your search engine rankings, but not all links are beneficial. Some domains have a high spam score, which can hurt your site's credibility. As you review your spam backlink profile and compare it to competitors, here's what you need to know:

Low Spam Score

What It Means: These domains have minimal spam signals and are generally considered trustworthy.

- **So what?** Links from low-spam-score domains are beneficial and help strengthen your site's authority. If competitors have more of these than you, their backlink profile may be seen as more credible.



Medium Spam Score

What It Means: These domains have some spam indicators, but it doesn't necessarily mean they are harmful.

- **So what?** These links require review. Some might still provide value, but others could pose a risk. If competitors have significantly fewer medium-spam-score links, their profile may be cleaner, making it worth investigating if any of yours should be reconsidered.

High Spam Score

What It Means: These domains are likely spammy and could negatively impact your site.

- **So what?** These links should be removed or disavowed. While it is useful to compare to competitors here, comparison is not the main focus—regardless of what others have, reducing your exposure to these risky links should be a priority.

What This Means for You

When reviewing your spam backlink profile, ask:

- Do you have a strong presence of low-spam-score domains?
- Are there medium-spam-score links that need further evaluation?
- Do competitors have a cleaner backlink profile, indicating stronger trust?

If you have too many high-spam-score links, take action to remove or disavow them. If competitors have a better balance of low and medium spam-score links, improving your backlink quality should be a key focus.

1. Client Domain Analysis: your website

The analysis focuses on the backlink profile for the client domain, your website. A review of the referring domains based on spam score categories reveals the following:

- **Low Spam:** your website has 1,081 referring domains categorized as low spam. This highlights a strong foundation, indicating that these backlinks are likely to be trustworthy and supportive of positive SEO outcomes.
- **Medium Spam:** There are 172 domains falling under this category. While these domains present some uncertainty, they require further investigation to assess the potential impact.
- **High Spam:** your website has 43 domains noted as high spam, suggesting potential



exposure to harmful SEO threats that might require attention.

2. Competitor Domain Quality Comparison

Domain Category	Spam Domains for your website	Spam Domains for Competitor 1 domain	Spam Domains for Competitor 2 domain	Spam Domains for Competitor 3 domain
Low Spam	1,081	655	896	344
Medium Spam	172	291	164	86
High Spam	43	144	45	20

Comparison Summary

When comparing the percentage of referring domains by category, your website displays a favorable profile in terms of low-spam domains, surpassing its competitors in this category. However, your website also has a notable count of high-spam domains compared to some competitors, such as Competitor 3 domain, which may require more focused efforts to mitigate potential SEO risks.

Impact Analysis and Recommendations

The current backlink profile of your website highlights a strong performance in terms of low-spam domains, which enhances trust and quality:

- **Enhance Low Spam Profiles:** Continue to grow and maintain the pool of low-spam domains to sustain domain credibility and authority, aiming to further outpace competitors.
- **Investigate Medium Spam Domains:** Conduct a detailed review of the medium-spam domains to identify any negative influences and determine whether actions are needed to improve this profile area.
- **Mitigate High Spam Risks:** Implement strategies to reduce the number of high-spam domains, thereby minimizing the risk of damaging links and protecting SEO.

By focusing on these areas, your website can enhance its competitive position and strengthen its SEO standing.

Where You Are Missing Out

The Missing Domain Comparison below highlights where your competitors have backlinks that you do not. By seeing which sites link to them—but not to you—you can discover



valuable opportunities to improve your own SEO and narrow the competitive gap. Here is an overview of what the data in the table below means:

Domain

What It Means: The websites giving links to competitors but missing from your backlink profile.

- **So what?** These are prime targets for your outreach. If multiple competitors have a link from one domain, it's likely relevant and beneficial to your niche.

Rank

What It Means: A metric showing a site's overall authority or influence. Higher numbers often indicate stronger, more trustworthy domains.

- **So what?** Prioritizing higher-rank sites can deliver better SEO benefits. Consider focusing on these first for the biggest impact on your visibility.

Competitor Columns

What It Means: Each column ("Yes" or "No") shows whether that competitor has a link from the listed domain.

- **So what?** A "Yes" indicates the competitor benefits from this domain. Multiple "Yes" entries across competitors point to a high-value site that could help you catch up—or surpass—them in search rankings.

Key Takeaways

- **Identify Opportunities:** Focus on domains linked by several competitors, especially those with higher rank, as they can substantially boost your SEO.
- **Level the Field:** Securing links where competitors already have them helps you close the gap in authority and credibility.
- **Diversify & Strengthen:** Adding new, high-quality backlinks not only matches competitor strategies but can position you more favorably in search results.

Missing Domain Comparison Table

Missing Domains	Rank	Competitor 1 domain	Competitor 2 domain	Competitor 3 domain
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Competitor 1 domain	248	Yes	No	No
worcesternews.co.uk	208	Yes	No	No
cornwallcare.com	198	Yes	No	No
embracegroup.co.uk	195	Yes	No	No
askbart.org	184	Yes	Yes	Yes
cornwallcarecareers.com	139	Yes	No	No
n-somerset.gov.uk	126	Yes	No	No
howard-care.com	100	Yes	No	No
thenationalcaroline.org	98	Yes	Yes	No
philippinescompanylist.com	90	Yes	No	Yes
oacp.org.uk	90	Yes	No	No
webersinsulation.com	79	Yes	Yes	Yes
iglobal.co	72	Yes	No	No
comparehealthtests.org	68	Yes	No	No
caretalk.co.uk	68	Yes	No	No
caretalk-business.co.uk	67	Yes	Yes	No
oxmag.co.uk	64	Yes	Yes	No
dofe.org	61	Yes	No	No



nationalcareawards.com	55	Yes	No	No
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Summary of Missing Domains

The analysis highlights that your website lacks backlinks from several domains that competitors have utilized advantageously. "Competitor 1 domain," with a rank of 248, stands out as a notable domain solely linked by Competitor 1 (full competitor name revealed in your report). "askbart.org," with a rank of 184, is utilized by all three competitors: Competitor 1 (full competitor name revealed in your report), Competitor 2 (full competitor name revealed in your report), and Competitor 3 (full competitor name revealed in your report). Most listed domains fall under the "Moderate Authority Domain" (101-300 score range), indicating potential growth in trust and visibility.

Impact Analysis

Acquiring links from these domains could enhance the diversity and effectiveness of your website's backlink profile, aligning more closely with competitors. The moderate authority domains offer a balanced opportunity to increase visibility without facing the higher competition or effort required for premier domains.

Recommendations

It is recommended that your website implements a strategic backlink acquisition plan targeting domains such as "Competitor 1 domain" and "askbart.org." Collaboration and content that resonates with these existing links can be effective. Balancing authority levels within the profile will provide SEO benefits and mitigate competitive disadvantages.

Conclusion and Recommendations

The analysis of your website reveals a leading position in the number of referring domains compared to its competitors. However, the backlink profile is predominantly supported by low-authority domains, which may not significantly boost search rankings. Notably, your website distinguishes itself by having backlinks from established authority domains, albeit limited. The spam analysis shows a strong foundation in low-spam domains but indicates a need to address the presence of high-spam domains to mitigate SEO risks. Furthermore, there is a lack of backlinks from domains successfully targeted by competitors, presenting opportunities for strategic growth.

To improve the competitive standing of your website, several recommendations are proposed:

- Prioritize obtaining more backlinks from moderate and established authority






domains to enhance site authority and search engine performance.

- Develop high-quality content and establish partnerships with reputable sites to attract valuable backlinks and improve the site's online presence.
- Focus on acquiring backlinks from missing domains that competitors currently leverage, such as "Competitor 1 domain" and "askbart.org," to diversify and strengthen the backlink portfolio.
- Maintain the low-spam profile while investigating and mitigating the effects of medium-spam domains, and actively work to reduce high-spam domain risks.

By implementing these strategic actions, your website can enhance its SEO performance, improve visibility, and secure a more competitive position in its industry.

Unlock a Full Backlink Audit




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Content Gap Analysis

We examined your website's homepage content for the keyword "dementia friendly care homes east midlands" against three competitors. This example demonstrates how competitor content analysis can guide enhancements in your content strategy.

We analyzed the following competitor URLs:

- Competitor 1 (full competitor name revealed in your report)
- Competitor 2 (full competitor name revealed in your report)
- Competitor 3 (full competitor name revealed in your report)

These examples illustrate how modifications in content can aid in ranking for this keyword on your website's homepage. This analysis can be applied to any page or keyword of interest to help write effective content.

Summary of Findings

This analysis compares your current position with competitors for the keyword "dementia friendly care homes east midlands." While your SEO score is competitive, areas for improvement include increasing your word count to enhance content relevance and comprehensiveness. Ensuring an optimal link count and further content optimization can also boost your search engine performance actively.

SEO Content Audit Report: Content Comparison for 'dementia friendly care homes east midlands' Keyword on Home Pages

This section compares your content with that of competitors for the search term "dementia friendly care homes east midlands," identifying critical factors influencing rankings.



Competitor Comparison Table

Domain	SEO Score	Title Tag Length	Word Count	Links Feedback
your website	44	Perfect Length	674	Great! Doesn't contain too many links
Competitor 1 (full competitor name revealed in your report)	44	Perfect Length	1650	Great! Doesn't contain too many links
Competitor 2 (full competitor name revealed in your report)	33	Perfect Length	3005	Contains too many links
Competitor 3 (full competitor name revealed in your report)	38	Too Long	978	Great! Doesn't contain too many links

Conclusions

While your website performs on par with some competitors, there's room for improvement compared to others for the keyword "dementia friendly care homes east midlands". Key takeaways include:

- **SEO Score:** Your SEO score (44) matches that of Competitor 1 (full competitor name revealed in your report) but is higher than the others, showing you are on par or outperforming some, but not all, competitors.
- **Title Tag Length:** Your title tag length is optimal, giving you an edge over Competitor 3 (full competitor name revealed in your report) with a longer title.
- **Word Count:** Your page's word count (674) is lower than competitors'. Consider expanding content for more relevance and depth, but watch for keyword stuffing as seen in Competitor 2 (full competitor name revealed in your report).
- **Links:** Your link count is within the acceptable range, positioning you better than Competitor 2 (full competitor name revealed in your report), which has an excessive link count potentially reducing page authority.



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Analyse competitor content to uncover untapped opportunities



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Conclusion

Your website's current SEO performance showcases a variety of strengths and areas for improvement in comparison to leading competitors. This conclusion provides an overview of key findings and strategic recommendations to enhance online visibility and competitiveness in the retirement housing and care services sector.

Key Findings and Areas for Improvement

Traffic and Keyword Rankings

While your website leads in organic search traffic with 56,636.2 visits, surpassing its closest competitor Competitor 1 (full competitor name revealed in your report)'s 27,274.88 visits, there is an opportunity to enhance the number of top 30 ranking keywords. Your website currently ranks for 3,030 keywords, compared to Competitor 1 (full competitor name revealed in your report)'s 4,498. Expanding keyword optimization efforts, particularly focusing on high-volume and service-related keywords, can improve search visibility.

Backlink Profile

Your website holds a competitive edge in the number of referring domains, boasting 1,300 compared to Competitor 2 (full competitor name revealed in your report)'s 1,106. However, the majority are from low-authority sources. To improve domain authority and search engine rankings, prioritizing the acquisition of high-quality, moderate, and established authority backlinks is recommended. There is also potential to target domains shared by competitors to enhance backlink diversity.

Technical SEO and Site Health

Your website's site excelled with zero critical errors, highlighting robust web management. Still, there are technical SEO issues present on approximately 46.81% of the pages, primarily involving title tags, descriptions, and missing H1 tags. Addressing these elements can elevate user experience and search engine rankings.

Recommendations

- **Keyword Strategy:** Focus on expanding and optimizing keyword strategies to capture a broader audience, particularly targeting missing keywords with high search volume and potential relevance to services offered.





- **Backlink Enhancement:** Strategically pursue backlinks from authoritative and relevant domains. Enhance the quality of backlinks by diversifying referring domains and targeting other high-traffic, high-relevance domains competitors utilize.
- **Technical SEO Improvements:** Conduct regular audits and optimize on-page elements such as H1 tags, meta descriptions, and title lengths to ensure alignment with SEO best practices for enhanced visibility and performance.

Next Steps

To solidify your website's standing in the competitive digital landscape, it is strongly advised to engage with an SEO specialist. Such expertise will guide the refining of current strategies to encompass a wider range of opportunities, ensuring sustainable growth and enhanced market presence. By executing the outlined recommendations, your website can achieve notable improvement in its SEO effectiveness and user engagement.

