

SEARCH HEALTH CHECK

Prepared for: Sample client

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Date: 12 July 2026

Executive summary

Sample client possesses a highly clean technical foundation, but has unrealised visibility inside modern AI-powered answer engines and local search ecosystems. This diagnostic review identified 4 priority issues across technical search engine optimisation (SEO), AI Search/Generative Engine Optimisation (GEO) readiness, and user experience (UX) performance. None of these issues requires a complex website rebuild; all are practical, high-impact fixes that can be systematically resolved within a focused piece of work.

Overall snapshot

- **Traditional SEO:** Minor Friction
- **AI / GEO Presence:** Needs Attention
- **UX / Conversion:** Healthy

Priority findings

[GEO] Missing Semantic Schema for AI Engine Discovery

Issue: The site lacks structured data schema (such as LocalBusiness or Service markup) that describes the business entity or its fixed-price services. Manual diagnostic testing across ChatGPT and Perplexity confirms the business does not surface for high-intent local queries.

Why it matters: AI answer engines and conversational search platforms rely heavily on structured database relationships to pull trusted sources. Without explicit schema, these engines are forced to guess what you do, frequently skipping your website entirely in favour of older directory aggregators.

Recommended fix: Deploy comprehensive JSON-LD schema tags for the core business entity and its specific services.

[SEO] Search Snippet Text Truncation

Issue: The site crawl flagged 33 indexable page titles exceeding 60 characters (including the homepage at 64 characters) and 78 meta descriptions exceeding 160 characters

(including the primary contact page at 171 characters).

Why it matters: When snippet text is too long, search engines truncate it with an ellipsis ("...") in search results. This hides critical calls to action, obscures contact numbers, and reduces your organic click-through rate because searchers cannot read the full value proposition.

Recommended fix: Rewrite and condense the 33 over-length page titles and 78 bloated meta descriptions to fall within standard search engine display limits.

[SEO] High Server Response Latency

Issue: The technical crawl flagged 15 internal HTML pages in which the initial server response time exceeded 0.5 seconds before any page assets or text began loading, specifically affecting regional landing pages.

Why it matters: Page speed scores are heavily throttled by initial server delay (Time to First Byte). Even with perfectly optimised frontend images, slow server execution drags down your total performance tier, negatively impacting mobile search visibility.

Recommended fix: Optimise WordPress database queries, review page-level caching configuration, and check hosting resource allocations for the 15 slower URLs.

[SEO] Broken Media Asset Error

Issue: A single hard breakdown was discovered in the site's media directory, where the image resource path /wp-content/uploads/2015/03/top-ten-example.jpg returns a 404 Not Found server error.

Why it matters: While a single broken image link will not ruin a site's authority, unresolved 404 errors cause search engine bots to waste their allocated crawl budget on dead ends rather than indexing valuable content.

Recommended fix: Locate the legacy blog post referencing this dead image asset link and remove or replace the file call.

Priority order (High to low) including time to fix

1. Trim truncated homepage & core service page meta tags - [hours](#)
2. Inject JSON-LD LocalBusiness & Service schema tags - [hours](#)
3. Resolve database/server latency on 15 flagged URLs - [days](#)
4. Clean up the single 404 broken image file path - [minutes](#)

What happens next

This review is strictly diagnostic; the implementation of the technical fixes listed above is not included in the initial £149 engagement fee. However, the full £149 fee is credited back against the first month of any follow-on optimisation work booked within 30 days of

this report.

To go ahead with these updates, or to talk through any of the findings first, please reply directly to the email containing this document or book a short review call.

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What this review did — and didn't — cover

- **Covered:** Core indexing and crawlability status, on-page SEO asset metadata checks, server response performance metrics, AI engine visibility/robots configuration, and schema diagnostic testing.
- **Not covered:** Full-site content strategy, deep competitor search analysis, immediate implementation of technical fixes, or long-term ongoing performance monitoring.