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SCORE / 100

https://www.oldtownplumbers.com  
27 June 2026 at 04:55

*This site is in crisis. Without HTTPS, a title tag, or an H1, search engines have almost no signals about what this business does. The image situation is dire — 41 images, zero alt text. A server error on the contact page means potential customers cannot get in touch. This needs urgent triage: SSL today, title tags and H1s this week, then systematically work through the remaining issues.*

## Findings (8)

### CRITICAL

#### No HTTPS — site served over insecure HTTP

Chrome shows a full-page "Not Secure" warning. Most visitors will bounce before the page even loads. Google confirmed HTTPS is a ranking signal.

**FIX:** Install SSL certificate immediately. Most hosts provide free AutoSSL or Let's Encrypt integration.

### CRITICAL

#### Missing title tag — homepage has no <title>

The single most important on-page SEO element is missing entirely. Search engines will auto-generate a title from page content, which is almost always worse than a crafted one.

**FIX:** Add a title tag: "Old Town Plumbers — Emergency Plumber in [Town Name] | 24/7 Callouts".

### CRITICAL

#### No H1 heading on homepage

Without an H1, search engines lack a clear primary topic signal. The page has three <h2> tags but no <h1>, suggesting the template is broken.

**FIX:** Add a single H1: "Professional Plumbing & Heating Services in [Town Name]" — include primary keyword and location.

### CRITICAL

#### HTTP 500 error on contact page

The /contact page returns a 500 Internal Server Error. This is the page customers use to book jobs — it is actively losing the business money.

**FIX:** Debug the PHP error (check server logs). Likely a broken contact form plugin or expired PHP version. Fix urgently — this is revenue-critical.

**CRITICAL****41 images with zero alt text (100%)**

Every single image on the site lacks an alt attribute. These are before/after project photos that could rank in image search and demonstrate quality of work.

**FIX:** Add descriptive alt text to all images. For project photos: "Before and after – bathroom radiator replacement in Victorian terrace, [Town]".

**WARNING****No Google Analytics or Search Console**

The site has no analytics or search performance tracking. The business owner has no visibility into traffic, rankings, or user behaviour.

**FIX:** Install GA4 and verify Search Console. Within 48 hours you will have the first data on what is actually happening.

**WARNING****Thin content — homepage has 82 words**

The homepage text barely describes the business. "We do plumbing. Call us." gives search engines nothing to rank and visitors no reason to trust.

**FIX:** Expand homepage to 400+ words. Cover: services offered, areas covered, accreditations, emergency availability, trust signals, and a clear CTA.

**INFO****Server header exposes Apache 2.2.15 (EOL 2014)**

The server is running Apache 2.2 which reached end-of-life over a decade ago. This is a security risk and may indicate the PHP version is also outdated.

**FIX:** Upgrade to a current LTS server stack. Most hosts offer one-click migration to modern infrastructure.

**Checks Passed (4)**

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- ? Page does return content — the server is alive.
- ? Business name and phone number are visible on the page.
- ? Domain has been registered since 2003 (age is a minor trust signal).
- ? No malware or blacklisting detected.