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SCORE / 100

https://www.bathroomsbristol.co.uk
27 June 2026 at 05:00

Solid foundations but leaving traffic on the table. The site has good bones — HTTPS, decent content, and a clear service offering — but is held back by missing metadata, unoptimised images, and a lack of internal linking structure. With a few days of focused work, this could hit 90+.

Findings (4)

WARNING

Missing meta descriptions on 8 pages

Service pages for "Wet Rooms", "Cloakroom Suites", and 6 project gallery pages have no meta descriptions. Google is auto-generating snippets which read poorly and likely reduce CTR.

FIX: Write unique, benefit-led meta descriptions (120-155 chars) for all 8 pages. Include location keywords and a call to action.

WARNING

6 of 18 images missing alt text (33%)

Project gallery images have no alt attributes. These are high-quality portfolio shots that could be driving image search traffic.

FIX: Add descriptive alt text to all gallery images. Example: "Walk-in wet room installation with herringbone tile floor in Clifton, Bristol".

WARNING

Weak internal linking structure

Service pages are isolated — there are no contextual links between related services (e.g., "Bathroom Fitting" page never links to "Tiling" page). This limits PageRank flow and makes it harder for users to discover related services.

FIX: Add 2-3 contextual links from each service page to related services. Use descriptive anchor text with location modifiers.

INFO

No Google Business Profile link on site

The business has a Google Business Profile with 47 reviews (4.8 average) but the website never links to it or embeds reviews.

FIX: Embed GBP reviews on the homepage and add a "Leave a Review" link in the footer. This strengthens local SEO signals.

Checks Passed (8)

- ? HTTPS enabled and enforced across all pages.
- ? Server responded with HTTP 200 (OK).
- ? Title tag: "Bristol Bathroom Co. — Bathroom Design & Installation" (54 chars — good).
- ? Single H1 heading found on each page.
- ? Viewport meta tag present — mobile-friendly.
- ? Content: 850-1,200 words on main service pages (adequate).
- ? No broken links detected.
- ? Google Analytics and Search Console configured.

YLAN — ylan.co.uk — Rankings that pay.

This is a sample report. Run a free scan at ylan.co.uk/tools/seo-scanner.