EXAMPLE BUSINESS / HOME + ONE SERVICE PAGE

Make it easier for customers to find and choose you.

Prepared for Example Heating Co. | Design sample | 27 September 2026

Your two-page opportunity

This sample shows how Astride can explain the issues that matter, connect each finding to a customer journey and make the next action clear.

2	3	Your data
Pages in scope	Example priorities	No assumed sales uplift

What deserves attention first

01 Explain your service in search results

Replace generic homepage wording with a clear service and location.

02 Give the service page a clear purpose

Add a descriptive main heading and answer the questions buyers ask.

03 Measure enquiries before estimating revenue

Use actual visits, enquiries and sales to assess the opportunity.

Scope of this sample

Homepage: example.com/ • Service: example.com/services/boiler-installation
All findings in this document are fictional. No traffic, ranking or lost-sales measurement is claimed. Page 4 explains the data needed for a scenario.

EXAMPLE.COM/

Help the right customer recognise your business.

Page purpose: explain what you do, where you operate and how to take the next step.

PRIORITY 1 / SEARCH APPEARANCE

A generic title hides the service you sell.

Evidence: Sample title: “Home | Example Heating Co.”

Why it matters: The title gives a searcher little information about the service or location.

Next move: Review a title such as “Boiler Installation in Leeds | Example Heating Co.” after verifying the service and area.

REVIEW / SEARCH DESCRIPTION

Your search description is missing.

Evidence: No meta description is present in this fictional homepage HTML.

Why it matters: A useful description can explain the offer; Google may still choose another snippet.

Next move: Write a concise, specific summary of your services and a clear reason to enquire.

Positive observations in this sample

HTTPS is present. The homepage has one main heading and a link to the boiler-installation page. These are individual observations, not a ranking score.

What we cannot conclude from these findings

We cannot infer search position, monthly demand, lost customers or a guaranteed improvement in enquiries. A generic title alone does not establish why a site receives little traffic.

EXAMPLE.COM/SERVICES/BOILER-INSTALLATION

Turn service interest into a confident enquiry.

Selected example: boiler installation. In a real audit, the chosen page and any coverage gaps should be visible.

PRIORITY 2 / CONTENT STRUCTURE

The service page needs a clear main heading.

Evidence: The fictional page has no H1; its first heading is “Welcome”.

Why it matters: Visitors need to confirm quickly that they have reached the right service page.

Next move: Add one descriptive main heading, such as “Boiler installation in Leeds”, if accurate. This is a topic example, not a researched keyword.

REVIEW / BUYER INFORMATION

Answer the questions that delay an enquiry.

Evidence: The sample copy does not explain the installation process or what a quote includes.

Why it matters: Unanswered questions may create hesitation; the effect has not been measured.

Next move: Explain the quote process, what is included and what happens next. Use only verified claims, prices and guarantees.

Positive observations in this sample

The page has a self-referencing canonical and a visible enquiry link. These findings do not prove that Google has indexed it or that the form works.

Recommended next step

Research relevant searches, improve the page around its main service, test the enquiry journey and rescan. Do not add keywords simply to meet a density target.

YOUR FIGURES / TRANSPARENT ASSUMPTIONS

What could more enquiries be worth?

No revenue estimate is shown because this sample has no verified traffic, enquiry or sales data.

Monthly website visits	**Analytics**
Current enquiry rate	**Enquiries ÷ visits**
Target enquiry rate	**Your assumption**
Enquiries becoming customers	**Sales records**
Average sale value	**Sales records**

ADDITIONAL MONTHLY SALES VALUE

Not calculated

How a scenario would be calculated

Visits × change in enquiry rate × sales conversion rate × average sale value. Use a consistent reporting period and the same definition of an enquiry throughout.

A scenario is not measured missed sales.

The target enquiry rate is an explicit assumption, not a forecast. Even with accurate inputs, the calculation does not prove SEO will create that uplift. It holds traffic and customer mix constant and excludes costs, profit and repeat purchases.

Ready to act on your findings?

Starter · £50/month. Continue to account setup and review your monthly subscription before payment.

Start your monthly plan →