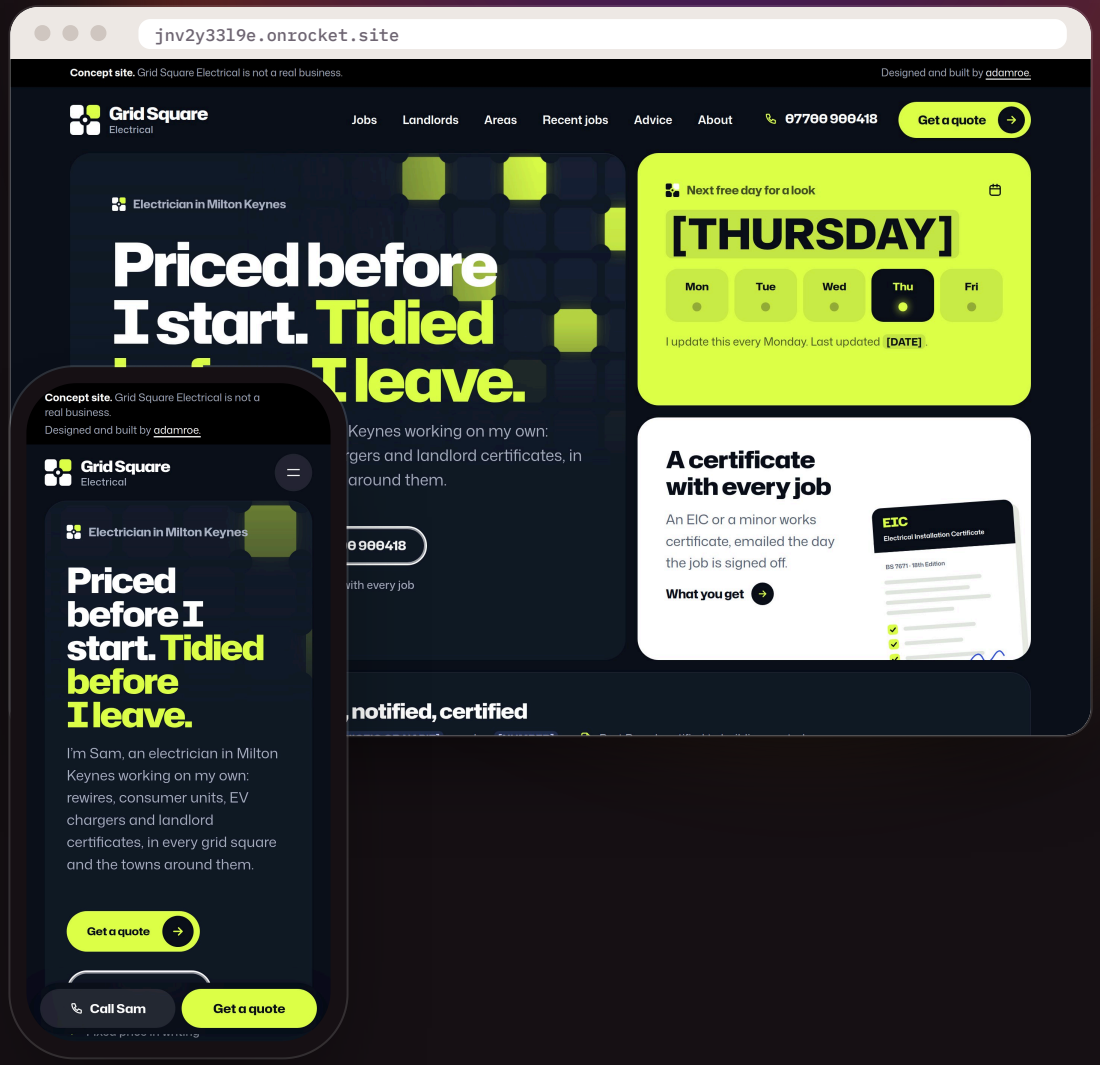
adamroe.

TECHNICAL SEO AUDIT · FULL TECHNICAL AUDIT

What search engines see at Grid Square Electrical

jnv2y33l9e.onrocket.site



92	100	100	66
Performance	**Accessibility**	**Best practices**	**SEO**
LOWEST PAGE, PHONE	LOWEST PAGE, PHONE	LOWEST PAGE, PHONE	NOINDEX, ON PURPOSE

Lighthouse 13.5.0, every one of 15 pages on a phone. Each figure is the lowest page, not an average.

CONTENTS

Thirteen tabs, in the order to read them

01	What is wrong, and the three things to do first		3
02	Crawling and indexing	● FIX FIRST	4
03	Structured data	● SOON	6
04	Internal links and redirects	● SOON	8
05	Speed, on every template	● SOON	11
06	Content and titles	● SOON	13
07	Search results today	● NOT CHECKED	15
08	Every issue, in the order to do them		16
09	The fix list your developer can follow		17
10	What was checked and is healthy		19
11	What could not be checked, and why		20
12	The numbers		21
13	What happens next, the call and the re-check		22

What you bought, and where it is

Everything in the quick check	02 · 05 · 08
Structured data, internal links and redirects	03 · 04
Core Web Vitals on every page template	05
Every issue, prioritised by impact and effort	08
A fix list your developer can follow	09
An hour's call, and a re-check once fixes are in	13

Full technical audit, as described on adamroe.co.uk. Every promise has a tab; the numbers are the tabs.

How to read it

● FIX FIRST	Costing visibility or money now.
● SOON	Holding the site back, not bleeding.
● FINE	Checked and healthy. It stays in, because what was checked is half the point.
● NOT CHECKED	Could not be checked. Tab 11 says why, and what it would take.

Every finding says **who** does it (you, your developer, or me) and **how long** it takes (minutes, an hour, a day). Lighthouse scores: 90 and over good, 50 to 89 needs work, under 50 poor.

What was read

jnv2y33l9e.onrocket.site, crawled from the home page on 7 October 2026: 15 pages, every one in the sitemap. Lighthouse on all 15, as a phone and as a laptop, three times each: 90 runs. Tab 12 lists every source.

01 What is wrong, and the three things to do first

The site is quick, readable and built the way search engines like to read it: every page passes on speed and accessibility on a phone. One thing stops it being found, and it is not on the site. The temporary address it lives on tells search engines to stay away, and a domain of its own fixes that.

PAGES READ	FIX FIRST	SOON	CHECKED AND FINE
15	1	6	28
Every page in the sitemap, all answered	Costing visibility now	Holding it back, not bleeding	Each named in tab 10, with its evidence

Lighthouse, lowest page on a phone



SEO reads 66 only because every page asks not to be listed while the site is a concept. Set that aside and the lowest page scores 100.

The three things to do first

1. **The host turns search engines away on the temporary address**
   Nothing on the site can be found until it moves. On its own domain the site's own robots.txt answers, and that one lets search engines in. ME · AN HOUR
2. **Every page asks not to be listed**
   On purpose while the site is a concept. Take it off the morning it goes live and every page can be listed. ME · MINUTES
3. **A shared link has no preview of its own**
   Shared on Facebook or WhatsApp, a page shows whatever the app guesses. Five tags a page decide the picture, the title and the words. ME · AN HOUR

Crawling and indexing	Speed	Content and titles	Structure and links	Structured data	Search results today
● FIX FIRST	● SOON	● SOON	● SOON	● SOON	● NOT CHECKED
2 to do · tab 02	1 to do · tab 05	2 to do · tab 06	1 to do · tab 04	1 to do · tab 03	not checked · tab 07

02 Crawling and indexing

● FIX FIRST

Before a search engine reads a word of a page, it reads three things: **robots.txt**, which says where it may go; the **page's answer**, and any **instruction** in the page or its header about whether to list it. All three were read for every page.

READ TODAY, BY EVERY SEARCH ENGINE

```
User-agent: *
Disallow: /
```

THE SITE'S OWN, READ ON THE SERVER

```
User-agent: *
Disallow: /wp-admin/
Allow: /wp-admin/admin-ajax.php

Sitemap: https://jnv2y33l9e.onrocket.site/wp-sitemap.xml
```

IN EACH PAGE

max-image-preview:large, noindex, nofollow

On purpose while the site is a concept. Comes off at launch.

IN EACH ANSWER'S HEADER

noindex, noarchive, nosnippet

Added by the host on the temporary address, not by the site.

CANONICAL

itself, 15 of 15

Each page names its own address as the real one.

1 ● FIX FIRST AN HOUR · ME

robots.txt blocks the whole site

On its temporary address the host answers robots.txt itself, with Disallow: /, so no search engine reads a single page. The site's own robots.txt is right, but nobody outside can see it yet.

What to do. Give the site its own domain. The site's own robots.txt then answers, and it lets search engines in.

The host, not the site

2 ● SOON MINUTES · ME

robots.txt does not name the sitemap

The same cause. The host's robots.txt has no Sitemap line; the site's own one names it.

What to do. Goes with the domain. Nothing to change on the site.

The host, not the site

The address itself

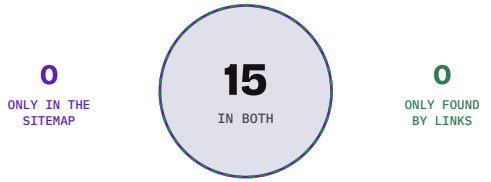
HTTPS	TLS 1.3, valid until 28 Nov 2026
WITHOUT HTTPS	301 → 200, one hop
WWW	no such address, so nothing to split
A MADE-UP PAGE	404, as it should

02 · CONTINUED

Every page, and whether it can be listed

PAGE	ANSWERS	SITEMAP	CANONICAL	THE PAGE SAYS	THE HEADER SAYS	ROBOTS.TXT	LISTED TODAY
Home /	200	listed	itself	noindex, on purpose	noindex, host	blocked	not yet
Rewires /rewires/	200	listed	itself	noindex, on purpose	noindex, host	blocked	not yet
Landlord certificates /landlord-electrical-certificate/	200	listed	itself	noindex, on purpose	noindex, host	blocked	not yet
Areas /areas/	200	listed	itself	noindex, on purpose	noindex, host	blocked	not yet
Recent jobs /recent-jobs/	200	listed	itself	noindex, on purpose	noindex, host	blocked	not yet
Advice /advice/	200	listed	itself	noindex, on purpose	noindex, host	blocked	not yet
About /about/	200	listed	itself	noindex, on purpose	noindex, host	blocked	not yet
Get a quote /quote/	200	listed	itself	noindex, on purpose	noindex, host	blocked	not yet
EV chargers /ev-charger-installation/	200	listed	itself	noindex, on purpose	noindex, host	blocked	not yet
Consumer units /consumer-unit-replacement/	200	listed	itself	noindex, on purpose	noindex, host	blocked	not yet
Smaller jobs /sockets-lighting-faults/	200	listed	itself	noindex, on purpose	noindex, host	blocked	not yet
Privacy /privacy/	200	listed	itself	noindex, on purpose	noindex, host	blocked	not yet
Home EV charger: why it has to be smart /advice/smart-ev-charger/	200	listed	itself	noindex, on purpose	noindex, host	blocked	not yet
Plastic consumer unit: does it have to go? /advice/plastic-consumer-unit/	200	listed	itself	noindex, on purpose	noindex, host	blocked	not yet
EICR for landlords: the dates that matter /advice/eicr-for-landlords/	200	listed	itself	noindex, on purpose	noindex, host	blocked	not yet

The sitemap against the crawl



2 sitemap files, each answering 200, with a date on every address.

Reading the table

A page can be listed only when every column is green. Today: the host's robots.txt, on all 15; the noindex the site sets on purpose, on all 15.

03 Structured data

SOON

Structured data is the part of a page written for machines: what the business is, what the page is about, where it sits in the site. It was read on every page, **57 nodes, none broken**, and checked against what Google can actually show for it.

PAGE	ELECTRICIAN	WEBSITE	WEBPAGE	BREADCRUMBLIST	SERVICE	FAQPAGE	BLOGPOSTING
Home	●	●	●	○	○	○	○
Rewires	●	○	●	●	●	●	○
Landlord certificates	●	○	●	●	●	●	○
Areas	●	○	●	●	○	○	○
Recent jobs	●	○	●	●	○	○	○
Advice	●	○	●	●	○	○	○
About	●	○	●	●	○	○	○
Get a quote	●	○	●	●	○	○	○
EV chargers	●	○	●	●	●	●	○
Consumer units	●	○	●	●	●	●	○
Smaller jobs	●	○	●	●	●	○	○
Privacy	●	○	●	●	○	○	○
Home EV charger: why it has to be smart	●	○	●	●	○	○	●
Plastic consumer unit: does it have to go?	●	○	●	●	○	○	●
EICR for landlords: the dates that matter	●	○	●	●	○	○	●

● on the page ○ not on the page

What each type can earn in Google

Electrician 15 of 15 pages	● rich result	Local business: hours, phone and area
WebSite 1 of 15 pages	● no rich result	Names the site; no rich result of its own
WebPage 15 of 15 pages	● no rich result	Ties the page to the business; no rich result of its own
BreadcrumbList 14 of 15 pages	● rich result	Breadcrumb trail in place of the address
Service 5 of 15 pages	● no rich result	Describes the job; no rich result of its own
FAQPage 4 of 15 pages	● none since 2026	No rich result since 2026. Kept: AI answers read it, and the questions are on the page
BlogPosting 3 of 15 pages	● rich result	Article: headline, date and picture

The fields Google asks for

Electrician (a local business)

● name ● address ● telephone ● url ● openingHoursSpecification ● no geo ● no priceRange ● no aggregateRating

BlogPosting (an article)

● headline ● author ● datePublished ● no dateModified ● no image

A recommended field is worth adding only where the page shows the same thing: the markup describes what is visible, and nothing more.

03 · CONTINUED

The business, as a machine reads it

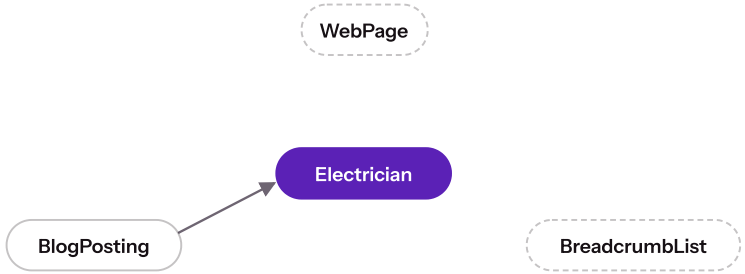
FROM THE HOME PAGE, AS SERVED


```
{
  "@type": "Electrician",
  "@id": "https://jnv2y33l9e.onrocket.site/#business",
  "name": "Grid Square Electrical",
  "url": "https://jnv2y33l9e.onrocket.site/",
  "telephone": "+447700900418",
  "description": "A concept by adamroe. Not a real business.",
  "address": {
    "@type": "PostalAddress",
    "addressLocality": "Milton Keynes",
    "addressRegion": "Buckinghamshire",
    "addressCountry": "GB"
  },
  "areaServed": [
    {"@type": "Place", "name": "Wolverton"},
    {"@type": "Place", "name": "Stony Stratford"},
    ... and 43 more, 45 in all
  ],
  "openingHoursSpecification": {
    "@type": "OpeningHoursSpecification",
    "dayOfWeek": [
      "Monday",
      "Tuesday",
      ... and 3 more, 5 in all
    ],
    "opens": "08:00",
    "closes": "17:30"
  }
}
```


Why this one matters most

It is on every page, and it is the one place a search engine is told, in its own terms, that this is Grid Square Electrical: an electrician, with a phone number, opening hours and 45 places served. It carries an **@id**, so other nodes can point at it rather than repeat it.

How it fits together



On Home EV charger: why it has to be smart. BlogPosting names Electrician as its author and publisher. The dashed ones stand alone, which is allowed: Google reads each node on its own.

4 · SOON · MINUTES · ME

Posts leave out two fields Google recommends

Each post's BlogPosting markup has a headline, author and date, but no dateModified and no image. Google's article guidance recommends both: the date says when a post last changed, and the image is the picture a post can be shown with.

What to do. Add dateModified now. Add image once each post has a picture of its own.

`/advice/eicr-for-landlords/, /advice/plastic-consumer-unit/, /advice/smart-ev-charger/`

04 Internal links and redirects

SOON

Links are how a search engine finds pages and learns which matter. Every link on every page was followed, and every way a search engine might meet an address was tried.

How far each page is from the home page

THE HOME PAGE
1
- Home 14 in

ONE CLICK AWAY
11
- Rewires 14 in
- Landlord certificates 14 in
- Areas 14 in
- Recent jobs 14 in
- Advice 14 in
- About 14 in
- Get a quote 14 in
- EV chargers 14 in
- Consumer units 14 in
- Smaller jobs 14 in
- Privacy 14 in

TWO CLICKS AWAY
3
- Home EV charger: why it has to be smart 1 in
- Plastic consumer unit: does it have to go? 1 in
- EICR for landlords: the dates that matter 1 in

ORPHANS
0
pages nothing links to

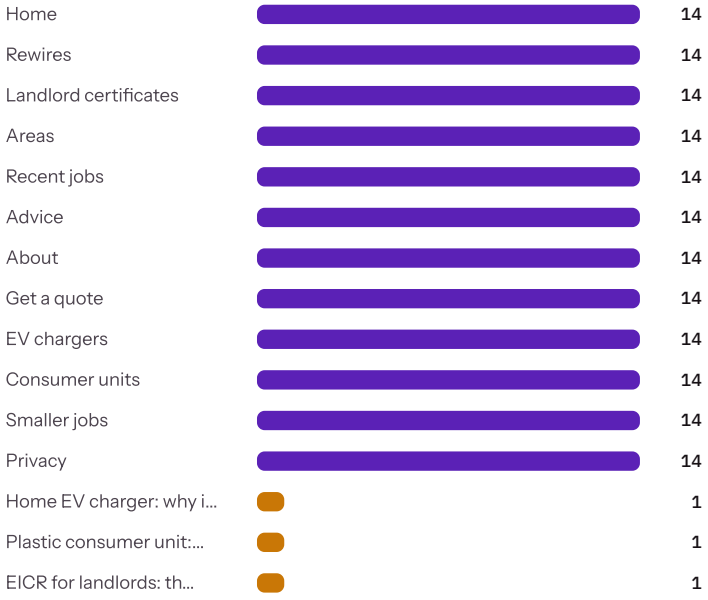
BROKEN LINKS
0
of 15 addresses linked

LINKS THAT REDIRECT
0
every link goes straight there

DEEPEST PAGE
2
clicks from the home page

LINKS OUT
4
all answer

Links in, from other pages



12 pages are linked from every other page, by the menu or the footer, which is why their bars match. The posts are the exception.

7 SOON AN HOUR · ME

Each post is linked from one page, /advice/

Three posts, and the only way to reach any of them is the list at /advice/. Each post links up to the job it is about, but no job page links down to its posts. Google reads links for how pages relate, and the reader on the job page is the one the post was written for.

What to do. Link each job page to its posts, in words that say what the post answers.

`/advice/smart-ev-charger/, /advice/plastic-consumer-unit/, /advice/eicr-for-landlords/`

04 · CONTINUED

Every address a search engine might meet

WHAT WAS ASKED FOR	ADDRESS	WHAT ANSWERED	VERDICT
The address without https	http://jnv2y33l9e.onrocket.site/rewires/	301 → 200	one permanent hop
Without the trailing slash	/rewires	301 → 200	one permanent hop
In capitals	/REWIRES/	200	names the plain address
With a tracking tag	/rewires/?utm_source=audit	200	names the plain address
An address that never existed	/this-address-has-never-existed-1791373151/	404	404, as it should
With www in front	https://www.jnv2y33l9e.onrocket.site/	no answer	no such address
The feed	/feed/	200	the feed, for readers
The home page as index.php	/index.php	301 → 200	goes home
A page by its number	/?p=1	404	no such page, 404
An author archive	/?author=1	301 → 200	goes to /advice/
A category archive	/category/uncategorized/	404	no such page, 404

Each was requested the way a search engine requests it, following every redirect by hand. 200 is a page, 301 a permanent move, 404 nothing there. No chains and no loops.

Links out of the site

adamroe.co.uk
200 from fifteen pages

electrical.theiet.org/media/1438/consumer-units.pdf
200 from /advice/plastic-consumer-unit/

www.legislation.gov.uk/uksi/2020/312/regulation/3
200 from three pages

www.legislation.gov.uk/uksi/2021/1467/contents/made
200 from /advice/smart-ev-charger/

Why the odd ones were tried

A site answers on more addresses than it links to. A page that answers on two addresses splits what it earns between them; an author archive can show the name somebody signs in with. Each one here either goes to the real address, names it, or says there is nothing there.

04 · CONTINUED

The words other pages use to link to each one

PAGE	CLICKS	LINKS IN	LINK WORDS, AND HOW MANY PAGES USE THEM
Home	0	14	Grid Square Electrical 14 · Home 14
Rewires	1	14	Jobs 14 · Rewires 14 · More on rewires 4 · What a rewire involves 1
Landlord certificates	1	14	Landlords 14 · Landlord certificates 14 · More on landlord certificates 3 · What is due, and when 1 · What the law says 1
Areas	1	14	Areas 14 · Areas covered 14
Recent jobs	1	14	Recent jobs 14
Advice	1	14	Advice 14
About	1	14	About 14 · About Sam 14 · How I work 1
Get a quote	1	14	Get a quote 14 · Book an inspection 2
EV chargers	1	14	EV chargers 14 · More on EV chargers 4 · Getting a charger fitted 2
Consumer units	1	14	Consumer units 14 · More on consumer units 4 · Replacing a fuse board 2
Smaller jobs	1	14	Smaller jobs 14
Privacy	1	14	Privacy notice 14 · Privacy 14
Home EV charger: why it has to be smart	2	1	Home EV charger: why it has to be smart 1 · Read it : Home EV charger: why it has to be smart 1
Plastic consumer unit: does it have to go?	2	1	Plastic consumer unit: does it have to go? 1 · Read it : Plastic consumer unit: does it have to go? 1
EICR for landlords: the dates that matter	2	1	EICR for landlords: the dates that matter 1 · Read it : EICR for landlords: the dates that matter 1

Why the words matter

Google reads the words of a link to learn what the page behind it is about, and a screen reader reads them out as the name of the link. Words that say what the page is help both; "click here" helps neither.

What these say

The words used 14 times come from the menu and the footer, on every page. The rest are links in the writing itself. No two pages are linked with the same words, and none of the 388 links between pages is a bare "Read more" or "click here".

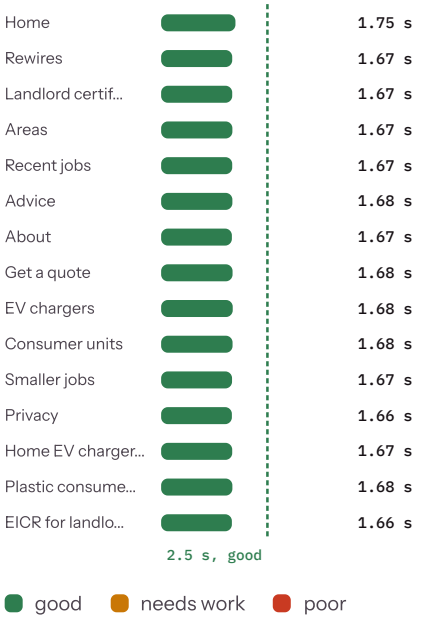
05 Speed, on every template

SOON

Every page, not a sample, which covers all four templates: front page, page, posts page, post. Measured with Lighthouse as a Moto G Power (2022) on Android 11 on a slowed 4G connection, and as a laptop. Green is good by Google's own thresholds.

	PHONE				LAPTOP		SERVER ANSWER		
PAGE	SCORE	LCP	CLS	TBT	SCORE	LCP	UNCACHED	CACHED	WEIGHT
Home Front page	92	1.75 s	0.17	0 ms	100	605 ms	636 ms	57 ms	244 KB
Rewires Page	100	1.67 s	0.02	0 ms	100	482 ms	693 ms	59 ms	240 KB
Landlord certificates Page	100	1.67 s	0.02	0 ms	100	564 ms	455 ms	45 ms	239 KB
Areas Page	100	1.67 s	0.02	0 ms	100	619 ms	814 ms	42 ms	239 KB
Recent jobs Page	100	1.67 s	0.02	0 ms	100	611 ms	634 ms	46 ms	238 KB
Advice Posts page	99	1.68 s	0.04	0 ms	100	617 ms	593 ms	51 ms	238 KB
About Page	100	1.67 s	0.02	0 ms	100	618 ms	630 ms	49 ms	238 KB
Get a quote Page	100	1.68 s	0.02	0 ms	100	621 ms	520 ms	45 ms	238 KB
EV chargers Page	100	1.68 s	0.02	0 ms	100	618 ms	614 ms	46 ms	240 KB
Consumer units Page	100	1.68 s	0.02	0 ms	100	611 ms	568 ms	43 ms	240 KB
Smaller jobs Page	100	1.67 s	0.02	0 ms	100	642 ms	583 ms	45 ms	238 KB
Privacy Page	100	1.66 s	0.02	0 ms	100	582 ms	513 ms	43 ms	237 KB
Home EV charger: why it has to be smart Post	100	1.67 s	0.02	0 ms	100	621 ms	573 ms	55 ms	238 KB
Plastic consumer unit: does it have to go? Post	100	1.68 s	0.02	0 ms	100	626 ms	610 ms	59 ms	238 KB
EICR for landlords: the dates that matter Post	100	1.66 s	0.02	0 ms	100	624 ms	532 ms	44 ms	239 KB

Main content shown, on a phone



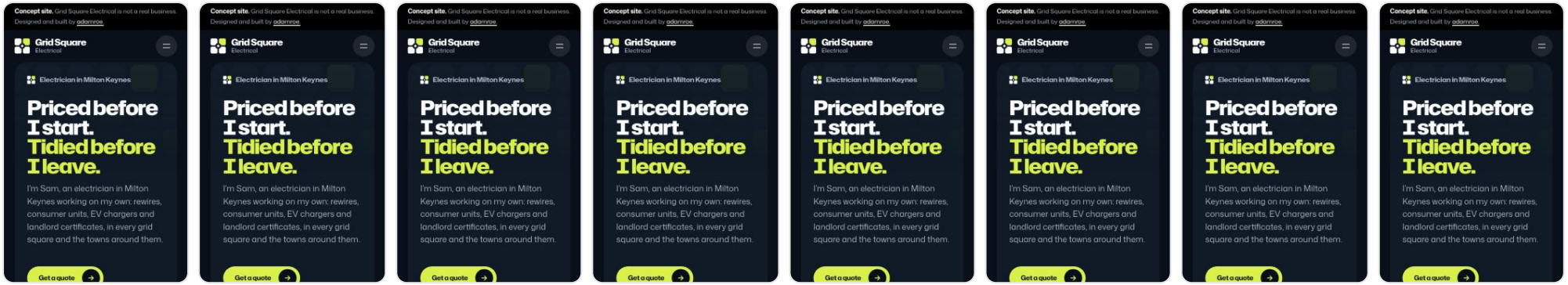
LCP: when the main content shows. **CLS**: how much the page jumps as it loads. **TBT**: how long the page cannot answer a tap. **Uncached**: the server building the page itself, warm. **Cached**: what most visitors get.

05 · CONTINUED

What a phone sees, and what each page is made of

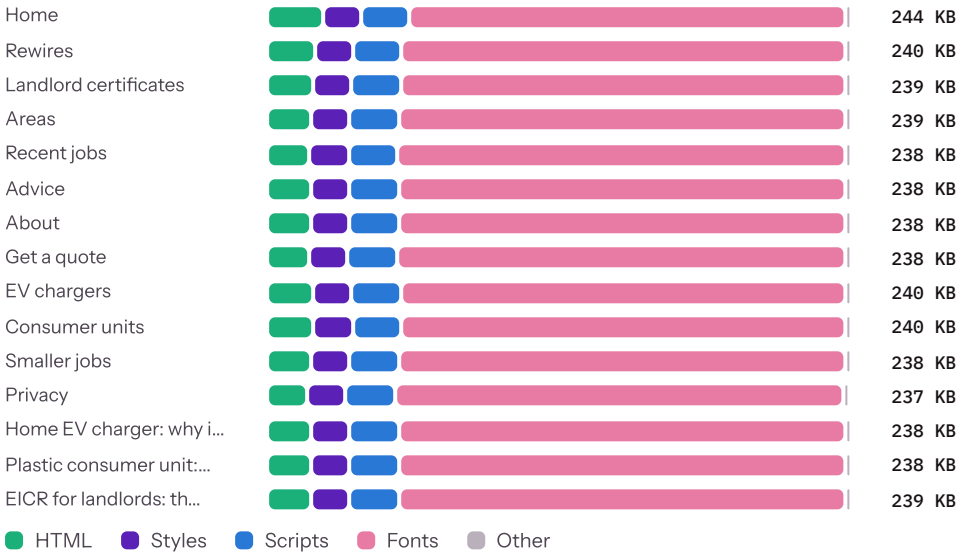
Home, the slowest page, loading on a phone

MAIN CONTENT AT 1.75 S · SCORE 92



0.4 s 0.8 s 1.1 s 1.5 s 1.9 s 2.2 s 2.6 s 3.0 s

Page weight, by what it is



Fonts are the largest share, 78% of an average page. Every page is 237 KB to 244 KB in all, as sent over the network.

Lighthouse's suggestions, across every page

SUGGESTION	PAGES	SAVES, AT MOST
Reduce unused CSS	1 of 15	150 ms · 11 KB
Minify CSS	15 of 15	150 ms · 3 KB
Render-blocking requests	1 of 15	50 ms
Avoid large layout shifts	1 of 15	

Each is small; the most any one saves is in the last column.

5 SOON AN HOUR · ME

Home jumps as it loads, on a phone

Home 0.17, against Google's 0.1 for good. Measured as a phone on a slowed connection, the middle of three runs. Lighthouse puts it down to the web fonts: the text is drawn first in a stand-in typeface, then moves when the real one arrives. The same pages as a laptop are fine.

What to do. Keep the fonts from moving the page: load them before the first paint, or make the stand-in the same size.

`Home (/)`

06 Content and titles

SOON

What a page says it is: the title that becomes the line in a search result, the description under it, the headings a reader scans. This report works to **60 characters** for a title and **150 to 160** for a description; Google sets no limit, but cuts to fit the screen.

PAGE	TITLE	TITLE LENGTH	DESCRIPTION	MAIN HEADING	HEADINGS	WORDS
Home	Electrician in Milton Keynes: priced up front | Grid Square	59	160	one	30	1019
Rewires	House rewire in Milton Keynes: what to expect | Grid Square	59	160	one	21	793
Landlord certificates	Landlord electrical certificate: what is due | Grid Square	58	157	one	16	669
Areas	Areas: every grid square in Milton Keynes | Grid Square	55	157	one	12	359
Recent jobs	Recent jobs, with what each one was | Grid Square	49	157	one	12	429
Advice	Electrical advice for Milton Keynes homes | Grid Square	55	160	one	9	467
About	About Sam, the electrician | Grid Square	40	160	one	11	476
Get a quote	Get a quote for electrical work | Grid Square	45	159	one	5	282
EV chargers	EV charger installation in Milton Keynes | Grid Square	54	153	one	16	613
Consumer units	Consumer unit replacement in Milton Keynes | Grid Square	56	156	one	20	643
Smaller jobs	Sockets, lighting and fault finding | Grid Square	49	155	one	13	422
Privacy	Privacy notice | Grid Square	28	154	one	5	171
Home EV charger: why it has to be smart	Home EV charger: why it has to be smart | Grid Square	53	150	one	7	464
Plastic consumer unit: does it have to go?	Plastic consumer unit: does it have to go? | Grid Square	56	154	one	8	498
EICR for landlords: the dates that matter	EICR for landlords: the dates that matter | Grid Square	55	151	one	9	561

the range this report works to · inside it · short · long

06 · CONTINUED

What to change, and what was looked at and left

3 SOON MINUTES · ME

The site says it is written in American English

Every page's html tag says lang="en-US". Google reads a page's language from its words, not this tag, so rankings do not move. Screen readers use it to choose a voice, and browsers to decide whether to offer a translation.

What to do. Set the site's language to English (UK), so every page says en-GB.

`Every page`

6 SOON AN HOUR · ME

Shared links have no preview of their own

No page carries Open Graph tags. Shared on Facebook, WhatsApp or LinkedIn, a page shows whatever the app guesses: usually the title, the first words it finds and no picture. Not a ranking matter. It decides how the page looks every time somebody shares it.

What to do. Add og:title, og:description, og:url, og:type and og:image to every page, from the title and description each page already has.

`Every page`

Looked at, and set aside

Pages with very little on them
/quote (282 words), /privacy (171 words)

The quote page is a form and the privacy page a notice. Short is right for both, and padding either out would make it worse.

The crawl raises these by rule. A rule cannot tell a form from an article, so each was read before it was kept or set aside.

Pictures, and the words in links

No photographs, and 86 drawings across 15 pages, every one marked as decoration, so a screen reader passes over it.

388 links between pages, none of them a bare "Read more" or "click here". Lighthouse's link text check passes on every page.

07 Search results today

● NOT CHECKED

What the site is shown for, and how often it is clicked, lives in Search Console, and the access had not arrived. What can be shown is how each page would read in a result, from the title and description it gives Google.

Grid Square Electrical
https://jnv2y33l9e.onrocket.site

Electrician in Milton Keynes: priced up front | Grid Square

An electrician in Milton Keynes, working alone, for rewires, consumer units, EV chargers and landlord certificates. A fixed price in writing before work starts.

TITLE 59 · DESCRIPTION 160

Grid Square Electrical
https://jnv2y33l9e.onrocket.site › rewires

House rewire in Milton Keynes: what to expect | Grid Square

What a house rewire in Milton Keynes involves: how many days, which rooms are out of use, how the dust is kept down, and what you get on paper at the end of it.

TITLE 59 · DESCRIPTION 160

Grid Square Electrical
https://jnv2y33l9e.onrocket.site › landlord-electrical-certificate

Landlord electrical certificate: what is due | Grid Square

The landlord electrical certificate (EICR) in Milton Keynes: when one is due, who must get a copy and by when, and what happens if the report finds problems.

TITLE 58 · DESCRIPTION 157

Grid Square Electrical
https://jnv2y33l9e.onrocket.site › areas

Areas: every grid square in Milton Keynes | Grid Square

The areas Grid Square Electrical covers: every grid square in Milton Keynes, from Bletchley to Newport Pagnell, and the towns around it, named, not a radius.

TITLE 55 · DESCRIPTION 157

Grid Square Electrical
https://jnv2y33l9e.onrocket.site › recent-jobs

Recent jobs, with what each one was | Grid Square

Recent electrical jobs around Milton Keynes: consumer units, rewires, EV chargers and landlord inspections, each with where it was and what the job involved.

TITLE 49 · DESCRIPTION 157

Grid Square Electrical
https://jnv2y33l9e.onrocket.site › advice

Electrical advice for Milton Keynes homes | Grid Square

Plain answers to the electrical questions Milton Keynes homeowners and landlords ask most: certificates, fuse boards and EV chargers, checked against the rules.

TITLE 55 · DESCRIPTION 160

Shown today: nothing, on purpose, twice over

Every page asks not to be listed while the site is a concept, and the host's robots.txt turns search engines away at the door. Either would keep it out of the results on its own.

What Search Console adds

- The words people type to find the site, and which page answers each
- Clicks and impressions, page by page, for sixteen months
- The average position for each, and how it moves
- Which pages Google has listed, and the reason for each it has not

To open it: Add hello@adamroe.co.uk as a Restricted user.

These previews are drawn from the page, as a result would read. Google chooses the final wording and may rewrite either line.

08 Every issue, in the order to do them

FIX FIRST

Seven things to do, in order: the worst first, and within that the quickest. None takes longer than an hour. Tab 09 has each as a ticket, with the steps and how to tell it is done.

1 FIX FIRST · AN HOUR · ME

CRAWLING AND INDEXING

robots.txt blocks the whole site

Give the site its own domain. The site's own robots.txt then answers, and it lets search engines in.

2 SOON · MINUTES · ME

CRAWLING AND INDEXING

robots.txt does not name the sitemap

Goes with the domain. Nothing to change on the site.

3 SOON · MINUTES · ME

CONTENT AND TITLES

The site says it is written in American English

Set the site's language to English (UK), so every page says en-GB.

4 SOON · MINUTES · ME

STRUCTURED DATA

Posts leave out two fields Google recommends

Add dateModified now. Add image once each post has a picture of its own.

5 SOON · AN HOUR · ME

SPEED

Home jumps as it loads, on a phone

Keep the fonts from moving the page: load them before the first paint, or make the stand-in the same size.

6 SOON · AN HOUR · ME

CONTENT AND TITLES

Shared links have no preview of their own

Add og:title, og:description, og:url, og:type and og:image to every page, from the title and description each page already has.

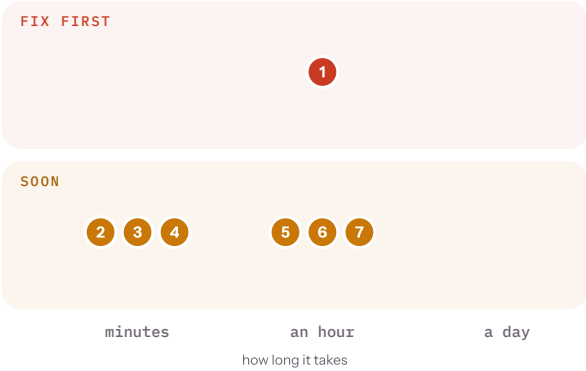
7 SOON · AN HOUR · ME

STRUCTURE AND LINKS

Each post is linked from one page, /advice/

Link each job page to its posts, in words that say what the post answers.

Where each one sits



Top left first: the worst and the quickest. The numbers match the cards and the tickets.

Not an issue, a date

Every page asks not to be listed, on purpose while the site is a concept. It comes off the morning the site goes live, with the domain.

09 The fix list your developer can follow

The same findings, worded for whoever makes the change: where it is, what to change, the steps in order, and how to tell it is done. Each can be pasted into a ticket as it stands.

1 · FIX FIRST · AN HOUR · ME

robots.txt blocks the whole site

WHERE: The host, not the site

CHANGE: Give the site its own domain. The site's own robots.txt then answers, and it lets search engines in.

STEPS:
1. Point the domain at the host, with the DNS record the host's dashboard gives.
2. Add the domain to the site in the host's dashboard and make it the main address.
3. Check WordPress, Settings, General: both addresses show the new domain.
4. Open the new address followed by /robots.txt.

DONE WHEN: ☐ **It shows the site's own file: Disallow: /wp-admin/ and a Sitemap line. Not Disallow: /.**

2 · SOON · MINUTES · ME

robots.txt does not name the sitemap

WHERE: The host, not the site

CHANGE: Goes with the domain. Nothing to change on the site.

STEPS:
1. Nothing of its own: it is done when the domain moves.

DONE WHEN: ☐ **The robots.txt on the new address ends with a Sitemap line naming the sitemap.**

3 · SOON · MINUTES · ME

The site says it is written in American English

WHERE: Every page

CHANGE: Set the site's language to English (UK), so every page says en-GB.

STEPS:
1. In WordPress, Settings, General, set Site Language to English (UK) and save.
2. If English (UK) is not in the list, install it from the same list first.

DONE WHEN: ☐ **View the source of any page: the html tag reads lang="en-GB".**

4 · SOON · MINUTES · ME

Posts leave out two fields Google recommends

WHERE: /advice/eicr-for-landlords/, /advice/plastic-consumer-unit/, /advice/smart-ev-charger/

CHANGE: Add dateModified now. Add image once each post has a picture of its own.

STEPS:
1. In the posts' structured data, add dateModified from the post's modified date, written as an ISO 8601 date.
2. When a post gets a picture, add it as image, at least 1200 pixels wide.

DONE WHEN: ☐ **Paste a post's source into Google's Rich Results Test: Article shows, with no warning about dateModified.**

09 · CONTINUED

Tickets 5 to 7

5

● SOON AN HOUR · ME

Home jumps as it loads, on a phone

WHERE Home (/)

CHANGE Keep the fonts from moving the page: load them before the first paint, or make the stand-in the same size.

STEPS
1. Preload the font files the first screen uses, in the head: rel="preload", as="font", type="font/woff2", crossorigin.
2. If it still moves, give the stand-in font the real one's measurements (size-adjust, ascent-override) so the swap changes nothing.

DONE WHEN ☐ **Lighthouse on the page as a phone: under 0.1, in all three runs.**

6

● SOON AN HOUR · ME

Shared links have no preview of their own

WHERE Every page

CHANGE Add og:title, og:description, og:url, og:type and og:image to every page, from the title and description each page already has.

STEPS
1. Print the five tags in the head of every page (wp_head, in the theme's functions.php), reading the title and description the page already uses.
2. Make one share image, 1200 by 630 pixels, in the brand, and point og:image at it.
3. Paste a page's address into LinkedIn's Post Inspector.

DONE WHEN ☐ **The inspector shows the page's own title, description and the share image.**

7

● SOON AN HOUR · ME

Each post is linked from one page, /advice/

WHERE /advice/smart-ev-charger/, /advice/plastic-consumer-unit/, /advice/eicr-for-landlords/

CHANGE Link each job page to its posts, in words that say what the post answers.

STEPS
1. On each job page, under the questions, add a line linking the posts written about that job, using each post's own question as the link words.
2. Add the same link from any other page a post genuinely helps.

DONE WHEN ☐ **Every post is linked from at least two pages: run the crawl and read the links-in column.**

10 What was checked and is healthy

FINE

28 checks came back healthy. Each is named with what it rests on, because "nothing wrong here" is only worth something if it says what was looked at.

Crawling and indexing 8 FINE

- **Every page answers**
  15 of 15 answer 200, read by following links from the home page.
- **The sitemap lists every page, and only pages**
  15 in the sitemap, 15 found by following links, 15 in both.
- **Every page names itself as the canonical**
  15 of 15.
- **Copies of a page point back to it**
  With a tracking tag, or typed in capitals, the page names the plain address as the real one.
- **A page that never existed says so**
  Answers 404, so a typo is never listed as a page.
- **One address per page**
  Without https or the closing slash: one permanent redirect. No www address to split it.
- **HTTPS, with a valid certificate**
  TLS 1.3, issued by Google Trust Services, valid until 28 November 2026.
- **WordPress's own addresses are shut**
  An author lookup goes to /advice/, no login name shown. Empty archives answer 404.

Links and structured data 8 FINE

STRUCTURE AND LINKS

- **No page is an orphan**
  Every page is linked from at least one other.
- **Nothing is buried**
  The deepest page is two clicks from the home page.
- **No broken links, and none that redirect**
  15 different internal addresses linked; every one answers 200 directly.
- **Link words say where they go**
  Lighthouse's link text check passes on 15 of 15 pages.
- **Every link out of the site answers**
  Four addresses, all 200.

STRUCTURED DATA

- **It parses on every page**
  57 nodes across 15 pages, none broken.
- **The business, on every page**
  One Electrician node, with name, address, phone and opening hours.
- **Breadcrumbs wherever there is a trail**
  14 of 15 pages; the home page has no trail to show.

Content and titles 6 FINE

- **Every title is its own**
  15 pages, 15 different titles, the longest 59 characters.
- **Every description is its own**
  15 different, 15 of 15 inside the 150 to 160 characters this report works to.
- **One main heading on every page**
  15 of 15.
- **Headings never skip a level**
  194 headings across 15 pages, in order.
- **Every picture is described or marked decorative**
  No photographs. 86 drawings, each either labelled or hidden from screen readers.
- **Every page is built for a phone**
  A viewport on every page, and Lighthouse finds nothing too small to tap or read.

Speed and the page itself 6 FINE

- **Fast on a phone, every page**
  Lighthouse performance 92 or more on all 15, on a throttled 4G phone.
- **The main content arrives in time**
  Largest contentful paint good on 15 of 15 pages on a phone; the slowest 1.7 s.
- **It answers a tap straight away**
  Blocking time at most 0 ms on a phone.
- **Accessibility 100, on every page**
  At both sizes, phone and laptop.
- **Best practices 100, on every page**
  At both sizes, phone and laptop.
- **Compressed, and nothing insecure**
  Every page is sent compressed, and nothing on any page loads over plain http.

11 What could not be checked, and why

● NOT CHECKED

An audit is only as complete as what it could reach. These six were out of reach on 7 October 2026, and none of them changes a finding in this report: each would add to it. Most need only access, and the re-check picks them up.

Search Console

SHOWS What people type to find the site, clicks and impressions for each page, the average position, and which pages Google has indexed and why the rest are not.

WHY NOT The access had not arrived when the audit ran. While every page asks not to be listed it would hold nothing yet.

TAKES Add hello@adamroe.co.uk as a Restricted user.

Speed for real visitors

SHOWS How fast the site is for the people who use it, which is the version Google ranks with. Lighthouse, in this report, is a lab test on one phone.

WHY NOT Not looked up on this run. Chrome reports a site only once enough real people have used it, and a site kept out of search has had too few.

TAKES Visitors. The re-check looks again.

Bing Webmaster Tools

SHOWS Bing's own view: what it has crawled and listed, and what it found wrong.

WHY NOT Not read on this run: it needs access to the account.

TAKES Verify the site with Bing and add hello@adamroe.co.uk as a user.

Which pages earn

SHOWS Visits and enquiries by page, so the fixes can be ordered by money rather than by severity.

WHY NOT Not read on this run: it needs access to the analytics.

TAKES Read access to the site's analytics.

Google Business Profile

SHOWS Categories, hours, service area and reviews: what shows on the map, beside the site.

WHY NOT Not read on this run: it needs access to the account.

TAKES Add hello@adamroe.co.uk as a manager.

robots.txt, from outside

SHOWS The site's own robots.txt, fetched the way a search engine fetches it.

WHY NOT The host answers that address itself until the domain moves. The site's file was read on the server instead.

TAKES The domain. The re-check reads it from outside.

12 The numbers

Every figure in this report came out of one of these, and nothing was typed from memory. Times are UK time. The measurements themselves are kept until the report is sent, so any number here can be traced back to the run that produced it.

Where every figure came from

SOURCE	WHAT IT GAVE	WHEN	HOW
The crawl `audit.py 1.0`	15 pages read from the home page, every link followed; statuses, titles, descriptions, headings, words, links, structured data	07 Oct 2026, 12:21	Up to 1000 pages; 0 left waiting
Lighthouse `13.5.0`	90 runs: every page as a phone and as a laptop, three times each, the middle run kept. Scores, Core Web Vitals in the lab, weight, suggestions	07 Oct 2026, 12:22 to 12:37	As a Moto G Power (2022) on Android 11: 150 ms round trip, 1.6 Mbps, processor slowed 4 times. Then as a laptop
The site's own answers `facts.py`	Server time cached, uncached and cold on every page, 11 address variants, robots.txt, 2 sitemap files, the certificate, 4 links out	07 Oct 2026, 12:39	Every redirect followed by hand
The server, read only `WP-CLI`	robots.txt as the site itself would answer it	07 Oct 2026	Nothing changed
Search Console -	Nothing: no access	-	Tab 11
Real visitors (Chrome) -	Nothing: not looked up	-	Tab 11

What was kept

The crawl, 120 Lighthouse reports (30 kept for the report, the rest the runs beside them), the site's answers and the photographs: 125 files. They are the client's data, so they are deleted when this report is sent.

The lines this report draws

Largest contentful paint	good to 2.5 s, poor over 4 s	Google
Layout shift	good to 0.1, poor over 0.25	Google
Blocking time	good to 200 ms, poor over 600 ms	Lighthouse
A tap answered (INP)	good to 200 ms, poor over 500 ms	Google
Server answer	good to 0.8 s, poor over 1.8 s	Google
Lighthouse scores	90 good, 50 to 89 needs work	Lighthouse
Title	up to 60 characters	This report, On-page.md
Description	150 to 160 characters	This report, On-page.md
A short page	under 300 words, then read	This report
A buried page	three clicks or more	This report

Google's own thresholds where it has them. Where it has none, the working number is this report's, and it says so.

13 What happens next, the call and the re-check

We go through this together on a call, an hour, with whoever looks after the site. The first two are mine to do and both happen the morning the domain goes live. Once the fixes are in I run the whole audit again and send you the second report, so you can see each one closed rather than take my word for it. If you would rather the fixes were made than listed, monthly SEO covers exactly this.

1

This report

7 OCTOBER 2026

Read it, and forward tab 09 to whoever looks after the site.

2

The call

AN HOUR

We go through it together, and agree who does what.

3

The fixes

BY WHOEVER OWNS EACH

Each ticket says who, and how long.

4

The re-check

INCLUDED

The whole audit again, and a second report with each fix shown closed.

Worth having ready for the call

- [ ] **Tab 09, forwarded**: to whoever looks after the site, so they come with questions rather than first impressions.
- [ ] **Search Console**: add hello@adamroe.co.uk as a Restricted user.
- [ ] **Bing Webmaster Tools**: verify the site with Bing and add hello@adamroe.co.uk as a user.
- [ ] **Google Business Profile**: add hello@adamroe.co.uk as a manager.

Each access above turns a "not checked" in tab 11 into a finding at the re-check.



Adam

adamroe.

WEBSITES / HOSTING / MAINTENANCE

hello@adamroe.co.uk
adamroe.co.uk