

Halewood Heating

Search & website report — July 2026

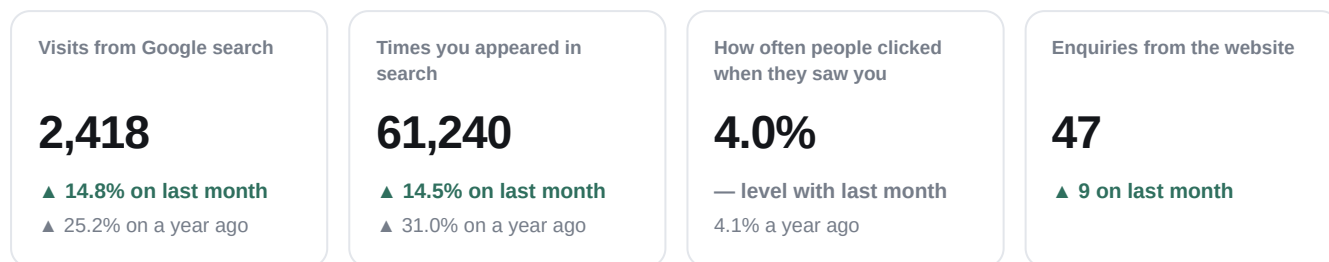
A strong month. The work on the emergency and installation pages in May has started to show, and more of your visitors are people who didn't already know your name. One thing partway through I'd like to talk through.

Prepared by Northfield Digital · 10 August 2026

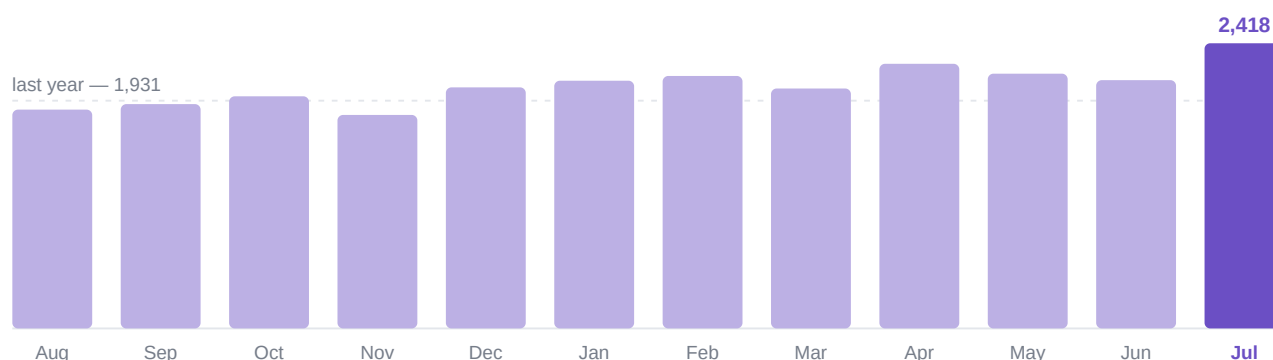
Google Search Console and Google Analytics, 1–31 July 2026

The short version

Did last month go well?



Visits from Google, last 12 months



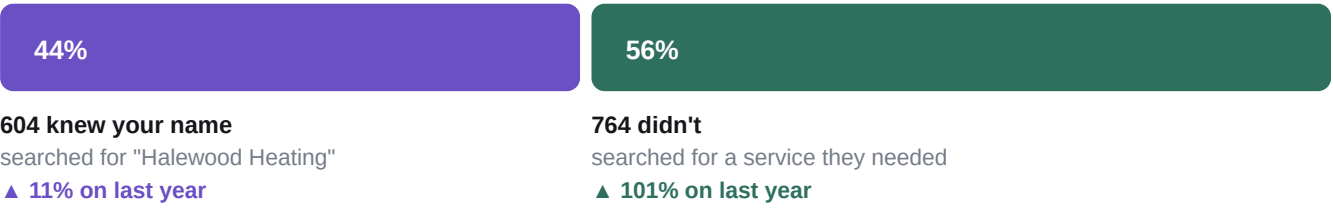
Visits from Google search rose 14.8% on the month before, to 2,418. Compared with the same month last year they are up 25.2%, so this is growth rather than season. The site produced 47 enquiries, 9 more than the month before.

Google Search Console and Google Analytics, 1–31 July 2026, compared with the previous month and the same month last year.

Why this report waits a few days into the month. Google's figures run two to three days behind and recent days can still change. Waiting means these numbers won't move after you've read them.

Who found you

People who already knew your name, or people who didn't?



56% of your visits from Google came from people searching for a service rather than your name. That group grew 101% on the same month last year — faster than searches for your name — which means the work is reaching people who weren't coming to you anyway.

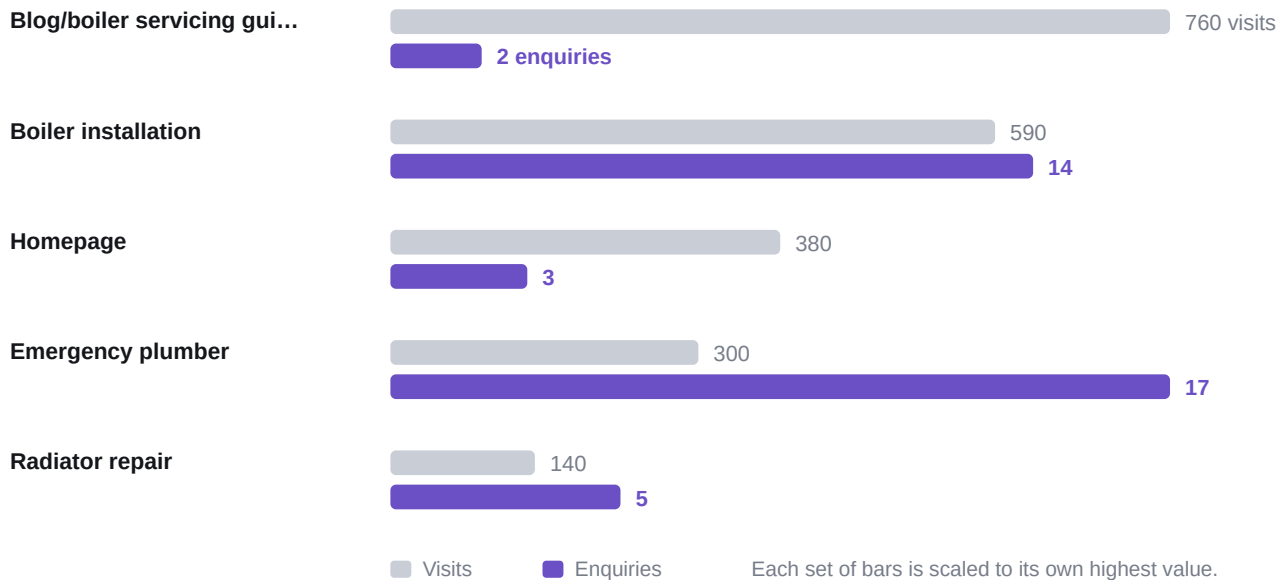
What people searched for most

SEARCH	VISITS	TIMES SHOWN	TYPICAL SPOT	CHANGE
halewood heating	520	2,210	1.1	▲ 15
how often should a boiler be serviced	412	4,900	3.1	▲ 96
boiler installation liverpool	128	3,200	5.8	▲ 40
emergency plumber near me	88	3,410	7.9	▲ 31
halewood heating reviews	84	610	1.4	new
radiator repair liverpool	42	980	4.6	new
boiler replacement liverpool	34	2,840	11.4	▲ 12
boiler service liverpool	31	1,840	6.2	▼ 4

Google leaves rare searches out of this table to protect privacy, so these rows won't add up to the monthly total. Google Search Console, 1–31 July 2026.

What actually brought you business

Not which pages got visitors — which ones got the phone ringing.



Your busiest page and your most valuable page are not the same page. The blog/boiler-servicing-guide page brought 760 visits and 2 enquiries — people are reading it but aren't ready to get in touch yet. That isn't a problem with the page; it just needs a clearer route to contact for the ones who are.

Google Analytics, visits from Google search only, 1–31 July 2026. Enquiries counts the actions you told us matter — contact forms, calls and the like.

Nearly working

Where a small push would pay.

Three searches sitting just off the first page

"boiler replacement liverpool" puts you around 11.4; "how much does a boiler cost" puts you around 8.9; "combi boiler installation cost" puts you around 12.8 — the top of page two, where almost nobody scrolls. Moving any of them onto page one is worth roughly 427 extra visits a month, and these are people actively looking for the service.

PAGE ONE · top 10

- 11.4 — boiler replacement liv...
- 8.9 — how much does a boiler...
- 12.8 — combi boiler installat...

People see you and don't click, on one search

For "boiler service liverpool" you're already at spot 6.2, which is good. But only 1.7% of people who see you click, against your own 7.1% average at that spot. The ranking is fine — the wording of your entry isn't earning the click. That's an hour's work, worth roughly 99 visits a month.

This search

 1.7%

Your average at 6th

 7.1%

Two of your pages are competing for the same search

For "boiler installation liverpool" Google shows your boiler-installation page some days and your blog/choosing-a-new-boiler page on others. Neither builds up properly, because the credit is split between them. We'd point the weaker one at the stronger so they stop working against each other.

Google Search Console, 1–31 July 2026. Click rates are compared against this site's own averages over the last three months, not an industry figure.

What's slipping

Quiet declines are easier to fix early.

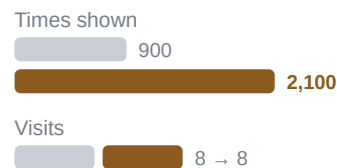
The radiator-repair page has drifted

From around 250 visits a month to 140 over six months. Not a sudden drop — which usually means something broke — but a steady slide, which usually means other pages have overtaken it. Caught now, it's usually straightforward to turn around.



One search shows you far more often without more visits

You appeared for "how much does a boiler cost" 2,100 times, up from 900, but visits barely moved (8 to 8). That pattern usually means Google is answering the question on the results page itself. The useful response isn't to chase it — it's to be the answer for things a results page can't settle, like a price for a specific job.



Things that look alarming and aren't

- **Your typical spot in results "dropped" to 14.2.** You now appear for more searches, including ones you rank lower for. That drags the average down while actual visits rise. Nothing to fix.
- **Direct visits fell 8%.** Almost always people arriving by a route Analytics can't identify, rather than a real change in visitors. Your overall total was up.
- **"boiler flue regulations" went from 4 visits to none.** Normal fluctuation at that volume — searches with a handful of clicks come and go month to month.

What we'd do next

Three things, in order.

1 Rewrite the results-page wording for "boiler service liverpool"

An hour's work against 1,840 people a month already seeing the site and not clicking. Reaching the site's own average click rate at that spot is roughly 99 extra visits a month from a ranking it already holds.

2 Add a clearer next step to the blog/boiler-servicing-guide page

It brought 760 visits last month — the site's biggest source of new people — and 2 enquiries. The readers are there; the page needs a clearer path from "here's the answer" to "here's who to call", partway through rather than only at the end.

3 Stop two pages competing for "boiler installation liverpool"

Google splits that search between the boiler-installation page and the blog/choosing-a-new-boiler page, so neither builds up properly. Pointing the weaker page at the stronger one consolidates the effort behind the page that takes enquiries.

These are changes to pages you already have, not a bigger budget. We'll pick these up — happy to talk any of it through.