SAVVY CREATIONS

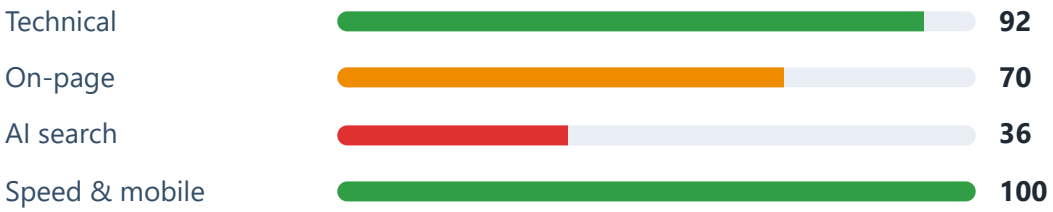
SEO Health Check

savvycreations.co.uk

13 October 2026



Fair - some important fixes will make a real difference.



8	56	10
pages checked	checks run	things to fix

About this report

- Your site builds its pages with JavaScript, so we loaded each page in a real browser to check what visitors and Google see.
- 3 page(s) were skipped because your robots.txt asks crawlers not to visit them.

This is an automated check of your website's technical health and on-page signals. It can't guarantee rankings - search engines use many signals we can't see - but fixing the issues below removes common obstacles.

Fix these first

The changes most likely to make a difference, most important first. Each one is explained in more detail later in the report.

1. MEDIUM **Content is readable without JavaScript**
   Your pages are built by JavaScript. We loaded them in a real browser to check them as visitors and Google see them, but crawlers that don't run JavaScript see almost no text.
   What to do: Ask your developer about server-side rendering or pre-rendering, so the text is in the page's HTML from the start.

2. MEDIUM **About page found**
   We couldn't find a link to an About page.
   What to do: Add an About page explaining who you are, your experience and qualifications, and link to it from the menu or footer.

3. MEDIUM **Contact details are easy to find**
   We couldn't find a Contact page link, a phone number.
   What to do: Add a Contact page linked from every page, and show your phone number and email (and address if you serve customers locally).

4. MEDIUM **Target search phrases are in the right places** 1 of 1 phrase
   What to do: For each phrase, pick one page to target it and include the phrase naturally in its title, H1, first paragraph, meta description and (for new pages) address.

5. MEDIUM **http:// version redirects to https://**
   http://savvycreations.co.uk/ loads without redirecting to https.
   What to do: Set a permanent (301) redirect from every http:// address to the matching https:// address. Most hosts and Cloudflare have a one-click 'Always use HTTPS' setting.

6. MEDIUM **Missing pages return a proper 404**
   A made-up address returned HTTP 200 instead of 404.
   What to do: Make sure addresses that don't exist return HTTP status 404 with a helpful 'page not found' page.

7. MEDIUM **Pages have enough content** 3 of 6 pages
   What to do: Expand key pages with useful detail: what you offer, who it's for, prices or process, areas you cover, and common questions.

8. LOW **FAQ section found**
   No FAQ section or FAQPage structured data was found.
   What to do: Add an FAQ section to key pages, and mark it up with FAQPage structured data.

9. LOW **One main heading per page** 8 of 8 pages
   What to do: Keep one H1 and make the others H2 subheadings.

10. LOW **Important pages are well linked internally** 1 of 7 pages
    What to do: Link to these pages from related pages using descriptive link text.

Technical

92 / 100

Can search engines find, reach and trust every page? These are the foundations - problems here can stop good pages from ranking at all.

To fix

MEDIUM **http:// version redirects to https://**

http://savvycreations.co.uk/ loads without redirecting to https.

Why it matters: If the old http address still loads, Google can see two copies of your site and split its ranking signals between them.

How to fix: Set a permanent (301) redirect from every http:// address to the matching https:// address. Most hosts and Cloudflare have a one-click 'Always use HTTPS' setting.

MEDIUM **Missing pages return a proper 404**

A made-up address returned HTTP 200 instead of 404.

Why it matters: If a page that doesn't exist shows a normal page (or redirects to your home page), Google can index lots of empty 'ghost' pages.

How to fix: Make sure addresses that don't exist return HTTP status 404 with a helpful 'page not found' page.

Looking good

- ✓ Website uses HTTPS
- ✓ www and non-www go to one version
- ✓ robots.txt file exists
- ✓ robots.txt doesn't block Google
- ✓ XML sitemap found
- ✓ Sitemap listed in robots.txt
- ✓ Sitemap only lists working pages (8 pages checked)
- ✓ No broken internal links (8 pages checked)
- ✓ No pages failing to load (8 pages checked)
- ✓ No broken links to other websites (1 link checked)
- ✓ Home page can be indexed
- ✓ Pages set to 'noindex' (8 pages checked)
- ✓ Pages have a canonical tag (8 pages checked)
- ✓ Canonical tags point to working pages on this site (8 pages checked)
- ✓ No duplicate pages (8 pages checked)
- ✓ Clean, readable page addresses (8 pages checked)
- ✓ Redirects are permanent (301)
- ✓ No redirect chains
- ✓ Pages are set up for mobile (8 pages checked)
- ✓ Page language is set (8 pages checked)
- ✓ No insecure content on secure pages (8 pages checked)
- ✓ Structured data (schema.org) used
- ✓ Structured data is valid (8 pages checked)
- ✓ Images have alt text (8 pages checked)
- ✓ Images aren't too large (1 image checked)

On-page

70 / 100

Does each page clearly say what it's about, to people and to search engines? Titles, headings, content and trust signals.

To fix

MEDIUM **Target search phrases are in the right places** 1 of 1 phrase

- "asset management software" - found in 1 of 5 key places on https://savvycreations.co.uk/terms

Why it matters: Using the phrase people search for in the page address, title, main heading and opening paragraph is a basic, strong relevance signal.

How to fix: For each phrase, pick one page to target it and include the phrase naturally in its title, H1, first paragraph, meta description and (for new pages) address.

MEDIUM **About page found**

We couldn't find a link to an About page.

Why it matters: Google's quality guidelines (E-E-A-T) look for who is behind a website. An About page builds trust with visitors too.

How to fix: Add an About page explaining who you are, your experience and qualifications, and link to it from the menu or footer.

MEDIUM **Contact details are easy to find**

We couldn't find a Contact page link, a phone number.

Why it matters: Clear contact details (phone, email, address) are a trust signal for visitors and for Google, especially for local businesses.

How to fix: Add a Contact page linked from every page, and show your phone number and email (and address if you serve customers locally).

MEDIUM **Pages have enough content** 3 of 6 pages

- https://savvycreations.co.uk/ (188 words)
- https://savvycreations.co.uk/demo (50 words)
- https://savvycreations.co.uk/size-calculator (166 words)

Why it matters: Pages with very little text rarely rank - there isn't enough there for Google to understand or for visitors to trust.

How to fix: Expand key pages with useful detail: what you offer, who it's for, prices or process, areas you cover, and common questions.

LOW **One main heading per page** 8 of 8 pages

- https://savvycreations.co.uk/ (2 H1 headings)
- https://savvycreations.co.uk/products/asset-management (2 H1 headings)
- https://savvycreations.co.uk/products/postcode-lookup (2 H1 headings)
- https://savvycreations.co.uk/terms (2 H1 headings)
- https://savvycreations.co.uk/privacy (2 H1 headings)
- ... and 3 more (see the spreadsheet that came with this report)

Why it matters: Several H1 headings blur what the page is mainly about.

How to fix: Keep one H1 and make the others H2 subheadings.

LOW **Important pages are well linked internally** 1 of 7 pages

- https://savvycreations.co.uk/products/postcode-lookup/docs (1 internal link(s) in)

Why it matters: Internal links show Google which pages matter most. A page linked from only one place gets little attention. (Blog posts and news articles aren't counted - they're normally reached from a listing page.)

How to fix: Link to these pages from related pages using descriptive link text.

For information

INFO **Headings are in a logical order**

- https://savvycreations.co.uk/ (H1 followed by H3)
- https://savvycreations.co.uk/products/asset-management (H1 followed by H3)

Skipping heading levels (e.g. H1 straight to H4) is very common and isn't a ranking problem, but a tidy heading order helps screen-reader users and makes the page structure clearer.

Looking good

✓ Every page has a title (8 pages checked)
✓ Titles are a good length (8 pages checked)
✓ Titles are unique (8 pages checked)
✓ Every page has a meta description (8 pages checked)
✓ Meta descriptions are a good length (8 pages checked)
✓ Meta descriptions are unique (8 pages checked)
✓ Every page has a main heading (H1) (8 pages checked)
✓ Sitemap pages are linked from your site (7 sitemap pages checked)
✓ Link text is descriptive (8 pages checked)
✓ Business details in structured data
✓ Copyright year is current
✓ Home page has social sharing tags
✓ Content is kept up to date (8 pages checked)

Not checked

Articles show who wrote them - No articles or blog posts were found.

Speed & mobile

100 / 100

How fast your pages load and respond on phones and computers, measured by Google's own PageSpeed test.

Page	Mobile score	Desktop score	Main content (LCP)	Layout shift (CLS)	Blocking time
savvycreations.co.uk/	97	100	2.4 s	0.00	85 ms
/demo	99	100	1.7 s	0.00	51 ms
/size-calculator	99	100	1.7 s	0.00	12 ms
/products/asset-management	98	100	2.1 s	0.00	51 ms
/terms	99	100	1.7 s	0.00	26 ms

Lab measurements from Google PageSpeed Insights, mobile unless stated. Scores: 90+ good, 50-89 needs improvement, under 50 poor.

For information

INFO **Speed for real visitors (Google data)**

Google doesn't have enough real-visitor data for your site yet, so the results above come from Google's lab test.

Google measures real visitors' experience in Chrome. Busy sites have this data; quieter sites don't yet, in which case the lab test is used.

INFO **Google's top speed suggestions**

- Reduce unused JavaScript (could save about 0.5 s)

These are the changes Google's test estimates would save the most loading time on your home page (mobile).

Looking good

✓ Home page is fast on mobile

✓ Home page is fast on desktop

✓ Main content appears quickly (LCP) (5 pages checked)

✓ Page doesn't jump around while loading (CLS) (5 pages checked)

✓ Page responds quickly to taps and clicks (INP) (5 pages checked)

✓ Pages aren't too heavy (5 pages checked)

AI search

36 / 100

Can AI assistants such as ChatGPT, Claude, Perplexity and Google's AI answers read and quote your site?

AI crawler	Used by	Your robots.txt
GPTBot	OpenAI (ChatGPT training)	**Allowed**
OAI-SearchBot	OpenAI (ChatGPT search)	**Allowed**
ClaudeBot	Anthropic (Claude)	**Allowed**
PerplexityBot	Perplexity	**Allowed**
Google-Extended	Google (Gemini / AI training)	**Allowed**
Applebot-Extended	Apple (Apple Intelligence)	**Allowed**
CCBot	Common Crawl (used by many AI models)	**Allowed**

Allowing or blocking AI crawlers is a business choice, not right or wrong. If you'd like AI assistants to recommend you, they need to be allowed.

To fix

MEDIUM **Content is readable without JavaScript**

Your pages are built by JavaScript. We loaded them in a real browser to check them as visitors and Google see them, but crawlers that don't run JavaScript see almost no text.

Why it matters: Many AI crawlers (and some search engines) don't run JavaScript. If your text only appears after scripts run, they see an almost empty page.

How to fix: Ask your developer about server-side rendering or pre-rendering, so the text is in the page's HTML from the start.

LOW **FAQ section found**

No FAQ section or FAQPage structured data was found.

Why it matters: A frequently asked questions section is one of the easiest things for AI answer engines to quote.

How to fix: Add an FAQ section to key pages, and mark it up with FAQPage structured data.

Looking good

✓ Content answers questions directly

✓ Long pages are broken up with subheadings (3 pages checked)

Your search phrases

For each phrase you gave us, the page that best matches it and whether the phrase appears in the five places that matter most.

Phrase	Best page	Address	Title	H1	First 100 words	Description
asset management software	/terms	✗	✗	✗	✓	✗

Aim for at least three of the five for each phrase - most importantly the title and the main heading. If no page matches a phrase, consider creating a page dedicated to it.

Pages with issues

Every page where we found something to fix. The spreadsheet (CSV) sent with this report lists every page we checked.

Page	Status	Issues
savvycreations.co.uk/	200	One main heading per page; Headings are in a logical order; Pages have enough content
/products/asset-management	200	One main heading per page; Headings are in a logical order
/products/postcode-lookup	200	One main heading per page
/terms	200	One main heading per page
/privacy	200	One main heading per page
/demo	200	One main heading per page; Pages have enough content
/size-calculator	200	One main heading per page; Pages have enough content
/products/postcode-lookup/docs	200	Important pages are well linked internally; One main heading per page

Glossary

Crawl
Visiting your pages one by one by following links - what search engines do, and what we did for this report.

Sitemap
A file listing the pages you want search engines to find, usually at /sitemap.xml.

robots.txt
A file at the root of your site telling crawlers which pages they may visit.

Title tag
The page's headline in Google results (the blue clickable text).

Meta description
The short summary often shown under the title in Google results.

H1 heading
The main headline on the page itself.

Canonical tag
Tells search engines which address is the 'real' one when a page can be reached in several ways.

301 redirect
A permanent redirect from an old address to a new one. A 302 is temporary.

Soft 404
A missing page that doesn't return a proper 'not found' (404) status.

Structured data
Hidden code (schema.org) that describes your business, products or articles to search engines.

Alt text
A text description of an image, read by search engines and screen readers.

Core Web Vitals
Google's three speed measures: LCP (main content appears), CLS (page doesn't jump), INP (responds to taps).

AI crawlers
Bots used by AI companies to read websites, e.g. GPTBot (OpenAI) and ClaudeBot (Anthropic).

Report produced by Savvy Creations' SEO Health Check (savvycreations.co.uk). Our crawler identifies itself as SavvySEOCheck and follows your robots.txt.