

WEBSITE & SEO AUDIT REPORT

I&A Ventilation Ltd

www.iaventilation.co.uk

A full-site diagnostic: on-page, off-page, technical & content architecture issues, with a prioritized action plan.

0 DOMAIN RATING	0 MONTHLY ORGANIC TRAFFIC	100+ THIN / DUPLICATE LOCATION PAGES	2x COMPETING URL SETS PER SERVICE
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Executive Summary

I&A Ventilation Ltd offers a genuine, well-defined service range — new extraction system installation, canopy/duct cleaning, extractor fan repair, extractor fan replacement, and TR19 compliance certification. The business itself is credible, with real content depth on topics like fire-safety law and BESA cleaning intervals. However, the website is currently earning a Domain Rating of 0 and effectively zero organic traffic, which is not simply a case of "needs more content" — it reflects structural problems severe enough to actively suppress the site in search results.

CORE FINDING

The site runs two separate, competing sets of location pages targeting the exact same service and city combinations. Combined with 100+ near-duplicate, templated suburb pages, this is a textbook doorway-page pattern — the type of structure search engines are specifically built to detect and demote, which plausibly explains the suppressed authority across the entire domain, including otherwise strong pages.

Area	Status	Severity
Content duplication / cannibalization	Two URL sets per service+city	High
Location page quality	100+ templated, near-identical pages	High
On-page fundamentals	Missing alt text, weak titles/meta, no FAQ/schema	High
Off-page authority	DR 0, no visible backlink or citation profile	High
Legal/compliance pages	No Privacy Policy, Cookie Policy, or Terms found	Medium
Homepage structure	Missing trust signals, FAQ, reviews, map	Medium
Technical/platform	Wix constraints, unoptimized images, canonical risk	Medium

Location Page & Duplicate Content Issues

This is the single most damaging issue on the site and is treated first because it likely affects the ranking ability of every other page on the domain.

Two competing URL sets target the same service + city

HIGH

Pages such as `/canopy-cleaning-solihull` and `/extraction-system-cleaning-service/solihull` both target "extraction/canopy cleaning in Solihull." The same pattern repeats for other services and towns (e.g. new-extraction-systems vs. new-extraction-systems-installation; extractor-fan-repair vs. extractor-fan-repair-service/coventry).

Effect: Google cannot confidently choose one URL to rank, so it often ranks neither. Link equity and relevance signals are split rather than consolidated.

Over 100 near-identical, templated suburb pages

Suburb pages (Solihull, Aston Cross, Saltley, Acocks Green, Bartley Green, Yardley, Birmingham City Centre, Aston, and dozens more) share the same ~150-word paragraph structure with only the town name swapped in.

Sample pattern found on multiple pages: "At I&A Ventilation we provide canopy cleaning for your commercial kitchen in [TOWN]... We service the entire city/town of [TOWN]."

Template copy-paste errors replicated site-wide

- "We service the entire city of Bartley Green" — Bartley Green is not a city
- "Saltey" typo present instead of "Saltley"
- Digbeth-specific content incorrectly appearing on the Saltley page
- "Nearby areas" lists barely change between pages that are geographically unrelated (e.g. Solihull and Yardley return near-identical neighbor lists)

Suburb pages only cover one service each

MEDIUM

Despite the business offering five service lines, each location page only discusses canopy cleaning — ignoring installation, repair, replacement, and TR19 compliance for that same town. This wastes the majority of the long-tail search opportunity each page could otherwise capture.

WHY THIS SUPPRESSES THE WHOLE SITE

Search engines evaluate site-wide quality signals, not just individual pages. A large ratio of thin, duplicated, template-driven pages lowers the perceived quality of the entire domain — this is consistent with, and a highly plausible explanation for, a Domain Rating of 0 and zero organic traffic despite the business having genuine service depth and better-written content elsewhere on the site.

On-Page SEO Issues

Generic, repeated title tag pattern	MEDIUM
Format "I&A Ventilation [Service] United Kingdom" is reused across service pages with no compelling qualifiers (location emphasis, benefit, or differentiator) to lift click-through rate.	
Meta descriptions duplicate body copy	MEDIUM
Search snippet wording is copy-pasted nearly verbatim from the first paragraph of body content rather than written distinctly to earn clicks in the SERP.	
All images missing alt text	HIGH
Includes unedited filenames such as "WhatsApp Image 2020-06-09" left as the only image reference — a total loss of image-search relevance and accessibility value.	
No FAQ content or schema anywhere	MEDIUM
The site already has strong raw material for this — TR19 requirements, legal cleaning intervals, insurance implications — none of it is structured into FAQ format or marked up with FAQPage schema for rich snippet eligibility.	
No crawlable testimonials/reviews on homepage	MEDIUM
A dedicated Testimonials page exists, but no review content or star ratings are surfaced in the homepage's crawlable HTML, and no Review/AggregateRating schema is present.	
Unclear heading hierarchy	LOW
Header/logo text and the page's primary heading appear conflated rather than following a clean single-H1-per-page structure.	

Off-Page SEO Issues

Domain Rating of 0 — effectively no backlink profile

HIGH

No meaningful citations, directory listings, industry association links, or press/PR mentions are feeding authority into the domain.

No visible Google Business Profile integration

MEDIUM

No embedded reviews, no map embed, and no clear GBP-linked trust signals appear anywhere on-site — a major missed opportunity for a local trades business, where GBP and citations are typically the fastest path to authority.

Industry-specific link sources untapped

MEDIUM

Natural high-relevance sources — trade bodies like BESA (already referenced in their own content), fire safety associations, hospitality/restaurant directories, and insurance-partner listings — show no evidence of being used for link building.

Technical Issues

Wix platform constraints

MEDIUM

Confirmed via site metadata (meta-generator: Wix.com Website Builder) and the native _wix_tag_manager_client script bundle. Wix typically offers weaker native control over canonical tags and redirect management — a real liability given the duplicate URL problem above.

Likely missing/incorrect canonical signals

HIGH

With two full URL sets targeting identical keywords, there is a strong likelihood neither set has a clear canonical tag pointing search engines to one authoritative version.

Indexation status unverified

MEDIUM

Recommend checking Google Search Console's URL Inspection and Coverage reports directly — this pattern commonly produces "Duplicate, Google chose different canonical" or "Crawled - currently not indexed" statuses at scale.

Unoptimized image weight

LOW

Multiple large, unedited WhatsApp screenshots used as page imagery across a site with hundreds of pages — a Core Web Vitals / page-speed risk worth direct measurement.

Homepage Structure — What's Missing

The homepage currently covers services, a "why choose us" strip, and a large raw list of service areas. The following sections are absent and should be added:

Missing Section	Why It Matters
Trust/authority bar	Years trading, jobs completed, certifications, insurance — builds instant credibility above the fold
Real crawlable testimonials + review schema	Surfaces existing trust signals to both users and search engines; enables star-rating rich snippets
FAQ section	Captures "People Also Ask" search real estate using content the business already has
Unique service summaries	Current one-line teasers under-sell services with genuine depth (e.g. TR19 compliance)
Restructured "Areas We Cover"	A wall of 150+ raw links looks spammy to users and search engines alike — needs a curated, readable format
Embedded Google Map / GBP integration	Reinforces local relevance and trust
Case studies / project highlights	A "View Our Work" page exists but nothing is pulled onto the homepage

Missing Legal & Supporting Pages

Legal / Compliance Pages

No Privacy Policy found Legally required under UK GDPR for any company collecting visitor/contact data.	HIGH
No Cookie Policy found Required under PECR if any tracking/analytics cookies are used — confirmed the site runs Wix's native tag manager, which typically loads tracking scripts.	HIGH
No Terms & Conditions / Terms of Service Standard practice for a limited company handling commercial contracts.	MEDIUM
No complaints procedure page Common and reassuring for B2B trade services, particularly compliance-driven ones like fire safety.	LOW

Missing Service & Supporting Pages

- **City-level service pages** (not micro-suburb) — one strong, unique page per major city per service, replacing the doorway-page cluster
- **Case studies / project portfolio pages** with real client types (restaurant chain, hotel, care home kitchen)
- **Pricing guide / "how much does X cost" page** — a high-intent search category currently unaddressed
- **Blog / resource hub** — none currently evident; TR19 explainers, fire-safety guidance, and seasonal maintenance content would build topical authority and attract natural backlinks
- **Accreditations/certifications page** — if further certifications exist beyond TR19

Solutions & Recommended Fixes

Ordered by priority. Fixing the duplication problem first is essential — content and link-building work will not produce results while it competes against itself.

- 1

Consolidate the duplicate URL sets

DO NOW

Choose one canonical URL per service+city combination, 301-redirect the losing URL set into it, and update all internal links to point only to the surviving pages.
- 2

Cut suburb pages down to a realistic number

DO NOW

Replace 150+ micro-suburb doorway pages with a smaller set of genuinely unique, multi-service pages at the city/major-area level (e.g. Birmingham, Solihull, Sutton Coldfield, Coventry) — each covering all five services with real local detail.
- 3

Add canonical tags and verify indexation

DO NOW

Confirm every surviving page has a correct self-referencing canonical, then check Google Search Console's Coverage and URL Inspection reports to see how the consolidation affects indexation over time.
- 4

Add legal/compliance pages

DO NOW

Privacy Policy, Cookie Policy, and Terms & Conditions — quick to implement and removes real compliance exposure.
- 5

Fix on-page fundamentals site-wide

NEXT

Add alt text to every image, rewrite title tags and meta descriptions per page with unique angles, add FAQ sections with FAQPage schema using existing TR19/legal content.
- 6

Rebuild the homepage

NEXT

Add trust bar, real crawlable testimonials with review schema, FAQ section, embedded map/GBP integration, and curated (not dumped) area coverage.
- 7

Build out missing supporting pages

NEXT

Pricing guide, case studies/portfolio, blog/resource hub, and an accreditations page to build topical depth and natural link opportunities.
- 8

Pursue backlinks and citations — only after the above

Once the site is structurally clean, begin outreach to trade bodies (e.g. BESA), fire safety associations, hospitality directories, and insurance-partner listings, alongside full Google Business Profile optimization for each service area.