SCAN TO
READ ONLINE

Sample Search & Revenue Audit

This is what you receive, in the same format and order. It's built from real data in two ways, and every figure says where it came from:

CLIENT ACCOUNT Figures already published on this site from client accounts, with names, search terms and places removed.

PYC.AGENCY, LIVE A live audit of this site, run on 26 November 2026. It launched in July 2026, so it has too little search history of its own for the first sections.

In your audit, every section is about your business, from your own Search Console, Analytics and site.

Summary: the three things to fix first

Ranked by their likely effect on revenue.

FIX FIRST

Make the tracking trustworthy again

Until conversion figures are comparable again, nobody can say what search has earned since mid-July, so every other decision is a guess.

HIGH IMPACT

Win the searches you already appear for

Google is already showing the site for thousands of new searches, most of them on page three or lower. Strengthening pages for these is usually quicker than starting from searches it doesn't appear for at all.

HIGH IMPACT

One address for every page

Duplicate copies leave Google to choose between addresses. The site's tags make the right choice likely, but they are a hint, not a rule. It takes minutes to fix.

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01 Where the money comes from

What was checked: Orders, enquiries and bookings by channel, landing page and search, and whether the tracking behind them can be trusted.

GOOD TO KNOW CLIENT ACCOUNT: SIGNAGE E-COMMERCE

Search brings twice its share of orders

Search is this shop's strongest channel. Organic search was 28% of its visits but 57% of its orders, to July 2026: roughly twice the weight of every other channel. One soft spot: July to October clicks were up 28% year on year, but tracked orders slipped over those months. More traffic did not mean more sales.

Evidence: GA4, lifetime to 14 July 2026, and July to October 2026; Search Console, July to October, 2025 against 2026 · source

FIX FIRST CLIENT ACCOUNTS: SEVERAL

Tracking changes broke figures after mid-July

Nobody can yet say what search earned after mid-July on these accounts. Tracking and consent settings changed part way through 2026, so later conversion figures can't be compared with earlier ones. On one account, analytics visits fell 21% while the tracking was changing. Over the same months, Search Console clicks rose 30% year on year.

> **Fix:** Check the consent set-up and every conversion event. Write down each change with its date. Then compare only like with like, from the fix onwards.

Evidence: GA4 and Search Console, July to October, 2025 against 2026 · source

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02 How your search traffic is really moving

What was checked: The same dates a year apart, searches for your name kept apart from everything else, and impressions compared only from 15 September, after Google stopped showing 100 results per page.

GOOD TO KNOW CLIENT ACCOUNT: GLAZING REPAIR

Growth came from searches without your name

Far more people who weren't looking for this business by name found it. From July to October, clicks from searches without its name went from 188 to 2,127. Clicks on its name went from 181 to 250. The landing pages agree: between 15 September and 31 October, clicks to pages other than the home page went from 8 to 864.

Evidence: Search Console, July to October and 15 September to 31 October, 2025 against 2026 · source

GOOD TO KNOW CLIENT ACCOUNT: COMPLIANCE SOFTWARE

An early sign, not a finished result

Most of this account's recent rise is searches for its own product name, which the work doesn't claim. Searches without the name brought 340 clicks in the 28 days to 24 November 2026. That is 3.7 times the same 28 days a year earlier, and 12% up on the previous 28 days.

Evidence: Search Console, 28 days to 24 November 2026 · source

03 AI search and what sits above you

What was checked: Visits and sales from AI tools, what Google shows above the listings, and whether AI crawlers can read the site.

GOOD TO KNOW CLIENT ACCOUNT: SIGNAGE E-COMMERCE

AI tools send real but small sales

AI tools are starting to send buyers. From mid-September to October, visits from tools such as ChatGPT and Perplexity rose from 8 to 35. They brought 8 orders, against none a year earlier. Worth watching each month, not yet worth rebuilding for.

Evidence: GA4, mid-September to October, 2025 against 2026 (this account's tracking did not change) · source

GOOD TO KNOW CLIENT ACCOUNT: SIGNAGE E-COMMERCE

Carousels and AI answers sit above most listings

Product carousels appeared on 77% of the 415 searches that stayed in the same position range from July to October. Google's AI Overviews appeared on 90%. Within positions 4 to 10, searches without the shop's name were clicked at about the same rate with or without carousels. The cause of the shop's fall in click-through isn't established. These checks show today's results pages, not last year's.

Evidence: DataForSEO, desktop, signed out, 7 November 2026; Search Console click-through, July to October 2026 · source

GOOD TO KNOW PYC.AGENCY, LIVE

No site rule blocks AI crawlers

Nothing in the site's rules stops AI tools reading it. Every AI and search crawler is allowed in, except to the checkout links. The site asks AI firms not to train on its content, while allowing search and AI answers. It publishes guide files for AI agents. Requests named as the crawlers of ChatGPT, Claude and Perplexity got the same home page and robots.txt as a normal visitor. That test ran from an ordinary connection, so it shows no rule blocks those names. Visits from the real crawlers weren't measured.

Evidence: robots.txt, /llms.txt and /agents.md fetched, and a user-agent test, 26 November 2026

04 Coverage, weak pages and internal links

What was checked: Searches the site doesn't properly answer yet, pages Google shows that nobody clicks, and how the pages link to each other.

HIGH IMPACT CLIENT ACCOUNT: GLAZING REPAIR

Searches you appear for but don’t win

Google already connects this site with thousands of searches it rarely wins. Most of its extra impressions came from searches Search Console didn’t list for it a year earlier: 53,978 of them. Three quarters sat at position 21 or lower, on page three or beyond, and 0.26% were clicked.

> **Fix:** Group those searches by subject. Strengthen the page that already ranks for each group, or build one where none fits, so each has a stronger page to land on. Link to it from pages that already earn clicks.

Evidence: Search Console, 15 September to 31 October, 2025 against 2026 · source

WORTH FIXING CLIENT ACCOUNTS: THREE COMPARED

One page does most of the work

A site that leans on one page is exposed if that page slips. On the glazing site the top page took 62% of all clicks, and on the compliance site 66%. On the automotive site it’s 19% of clicks.

> **Fix:** Spread links from the top page to the pages next in line, so they share its strength.

Evidence: Search Console clicks, 16-month export · source

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05 Technical foundations

What was checked: A live check of pyc.agency on 26 November 2026: every page and sitemap address, redirects, structured data, speed and security headers.

HIGH IMPACT PYC.AGENCY, LIVE

Plain http and www copies still load

Google can find up to four copies of every page. http://pyc.agency, https://www.pyc.agency and http://www.pyc.agency all show the full site instead of redirecting. Each page carries a tag that tells Google which copy is the main one, which reduces the risk. Browsers' built-in list of HTTPS-only sites won't accept the domain until it's fixed.

> **Fix:** In Cloudflare, turn on Always Use HTTPS and add one permanent redirect from www to pyc.agency. A few minutes.

Evidence: Requests to the home page, /audit/ and /about/ on each address, 26 November 2026; hstspreload.org

WORTH FIXING PYC.AGENCY, LIVE

Structured data points at redirecting addresses

The hidden description that search engines read points at slightly wrong addresses, which weakens the link between PYC, its services and its pages. 17 of the addresses in it lack the final slash, so each one redirects before reaching the page.

> **Fix:** Add the final slash in the site's templates. An hour or two.

Evidence: Structured data (JSON-LD) on 22 pages, 26 November 2026

WORTH FIXING PYC.AGENCY, LIVE

FAQ markup lists questions the page hides

Google may ignore markup that doesn't match the page. One research page describes six questions and answers to Google, in hidden code, that a visitor can't see on the page.

> **Fix:** Show the six answers on the page, or remove the markup.

Evidence: /research/topical-authority-audit/, 26 November 2026

GOOD TO KNOW PYC.AGENCY, LIVE

Not enough real-visitor speed data yet

Google has no speed figures from real visitors yet: the site is too new and too small. Measured directly instead, the home page is about 220 KB in total and starts arriving in 0.17 seconds.

Evidence: Chrome UX Report (Google's real-visitor data), 26 November 2026; direct measurement

GOOD TO KNOW PYC.AGENCY, LIVE

Google can reach every page cleanly

All 22 pages load without errors or redirects. Each names itself as the main copy, none is hidden from Google, and each has one main heading and its own title and description. No page is more than two clicks from the home page. The sitemap matches the site exactly, and a missing page returns a proper "not found".

Evidence: Crawl of 22 pages and 25 sitemap addresses, 26 November 2026

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06 What can be automated

What was checked: Repetitive work on the site that could become a system, what it would take to build, and what it would save.

GOOD TO KNOW CLIENT ACCOUNT: AUTO LOCKSMITH

A page for every make and area

The site was built as a network: a page for every vehicle make and every area served, plus a technical guide. Organic search brought 505 qualified leads to July 2026. Clicks then fell 59% year on year from July to October 2026, mostly on the old site. A new site went live in October, and clicks have risen since.

Evidence: Site build; GA4, lifetime to 14 July 2026; Search Console, July to October, 2025 against 2026, and to 24 November 2026 · source

GOOD TO KNOW PYC.AGENCY, LIVE

This site rebuilds its own paperwork

Most of the site's housekeeping already runs itself. Each build recalculates its security settings. Each full build takes sitemap dates from when each page's content last changed in the site's history. It regenerates the PDFs where the build machine can. One page still has no sitemap date, because it isn't on the script's list.

> **Fix:** Add the missing page to the sitemap-date script. Minutes.

Evidence: The site's build scripts; sitemap check, 26 November 2026

Roadmap

What to do, in order. Run it yourselves, or hand any step to PYC. Prices exclude VAT and are based on £500 a working day.

STEP	EFFORT	LIKELY EFFECT	IF PYC DOES IT
01 **Fix the tracking and record every change**	About 1 to 2½ days	Figures you can make decisions on	Analytics and tracking set-up, £400–£1,200
02 **Redirect http and www to one address**	Minutes	One copy of each page for Google	Do it yourselves, no cost

STEP	EFFORT	LIKELY EFFECT	IF PYC DOES IT
03 Strengthen pages for searches on page three	Ongoing, monthly	More clicks from searches you already appear for	Monthly retainer, from £1,500 a month
04 Spread links from the top page	About 1¼ to 3½ days	Less reliance on one page	Internal linking restructure, £600–£1,800
05 Correct structured data and FAQ markup	Hours	Cleaner signals to search engines	Do it yourselves, no cost
06 Track AI visits and crawler access monthly	An hour a month	See early when AI tools start sending buyers	Included in the retainer

These are estimates to help prioritise. Actual results depend on competition, budget and time.

Method: what was measured, and what the data can't show

- Client figures are quoted from reports and notes already published on this site, each linked. Client names, search terms and places are removed.
- Google Analytics figures stop at 14 July 2026, except for the signage account, whose tracking didn't change in 2026. Tracking and consent changes later in 2026 make newer figures incomparable. Lifetime figures are floors, not totals.
- Search Console hides some searches. For the glazing account, the brand split counts the hidden ones as searches without the name.
- Impressions and click-through are compared only from 15 September each year. Around 10 to 14 September 2025 Google stopped showing 100 results per page, which removed most rank-tracker impressions and inflated earlier figures.
- The pyc.agency checks ran on 26 November 2026: a crawl of every page, structured data, speed, security headers and AI crawler access. Results pages were checked signed out through DataForSEO, never in a personal browser.
- pyc.agency has no Google Analytics and only four months of Search Console data, which is why its own money and traffic sections are not shown.



What you receive, in full.

The three things to fix first, six sections of findings with their evidence, a roadmap with effort and prices, and the method. Book your own at pyc.agency: £1,500 + VAT, delivered within 10 working days, credited to your first retainer month.

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SCAN, OR VISIT PYC.AGENCY/AUDIT/SAMPLE · INFO@PHILYARROW.CO.UK