Website Audit for Hamilton Rowe Financial Planning

Unlocking your website's full potential

goldmine media

Introduction to your report

Your website is more than just a digital brochure; it should be a powerful tool to achieve your business goals. But to truly unlock its potential, you need to ask yourself: What do you want your website to do?

Do you want it to generate enquiries, drive sales, build brand awareness, or provide valuable information to your audience? Perhaps you aim to improve client engagement, increase newsletter sign-ups, or showcase your expertise in a specific area of advice. Whatever your goals, your website should be a seamless extension of your business strategy.

If your website isn't delivering the results you want, it's time to examine it more closely. Are visitors leaving too quickly? Is your content unclear or out of date? Are technical issues like slow loading times or poor mobile optimisation holding you back?

Let's uncover the opportunities to make your website a true driver of success!

This technical and keyword analysis audit of the Hamilton Rowe Financial Planning website highlights key challenges and opportunities for growth. It provides a comprehensive assessment and a clear, practical plan to optimise performance and enhance your online presence, offering a realistic roadmap to improve functionality, user experience, and your digital

The audit covers two key areas:

Technical analysis – This is a deep dive into the website's infrastructure, identifying issues such as page speed, mobile responsiveness, crawlability, and indexing. These factors are crucial for ensuring your site meets search engine requirements and provides a seamless user experience.

We have identified some behind-the-scenes issues that might be affecting your website's performance and user experience. These are often missed but can have a considerable impact.

Keyword analysis – This reviews your website's keyword strategy, including current rankings, gaps, and opportunities. It ensures the content aligns with your users' intent and targets the most valuable search terms to drive traffic and conversions.

Keywords are essential for being found online. We looked at how they're currently used on your site, found missed opportunities, and identified areas to improve for better search rankings.

How to use this audit

This audit document is designed to guide you through the findings step-by-step. Each section highlights specific issues, their impact on performance, and recommended solutions. By addressing these areas systematically,

tasks can be prioritised to achieve the greatest improvements. Additionally, we have provided a glossary at the end of the audit that explains the included terms, ensuring clarity and understanding as you read the document.

Next steps: actionable recommendations

We have provided actionable recommendations. These guidelines aim to address the identified issues, improve the website's performance, and increase online visibility. Whether it's resolving

technical problems, refining your keyword strategy, or both, taking action will help set the Hamilton Rowe Financial Planning website up for long-term success in a competitive digital

Site health

78/100 (92% is optimal)

The Hamilton Rowe Financial Planning site health score is based on your site's number of errors and warnings and their uniqueness. The higher the score, the fewer problems your site has, the better it is optimised for search engines, and the more user-friendly it is.

Crawled pages 178

Critical errors 164

The urgent issues preventing pages and links from working properly.

Warnings 578

Important problems that hold the site back from peak performance.

Notices 735

Smaller inefficiencies that still matter for long-term success.

Think of this as a health check. The website is functioning, but several key areas require attention before it can consistently perform at a high level.

Errors

What is an error?

Errors are the most serious issues. They prevent visitors from accessing pages, block search engines from reading content, or create broken user journeys. Errors must be resolved first because they directly affect traffic, trust, and visibility.

80 pages return server errors

When someone tries to load these pages, they don't display. For clients, this undermines trust; for Google, these are dead ends that block indexing.

Our approach: We'll diagnose the underlying issues and repair these pages so they load quickly and reliably.

80 broken internal links

Visitors expect every link to lead somewhere useful. At present, many links end in broken pages. This frustrates users and wastes search engine crawl effort.

Our approach: We'll fix or redirect all broken links and strengthen the overall linking structure.

Duplicate titles and content (2 cases each)

Pages with identical titles or overlapping copy confuse Google. Instead of pushing one strong page up the rankings, both are weakened.

Our approach: We'll create unique titles and resolve duplicate content through rewrites, consolidation, or technical fixes such as canonicals.

Warnings

What is a warning?

Warnings are not as urgent as errors, but they reduce visibility and usability. If left unaddressed, they stop the site from performing competitively in search.

Slow page speed from unoptimised code

The site utilises numerous unminified scripts and CSS files. This slows down loading, particularly on mobile.

Our approach: We'll streamline and optimise your site's code, reducing load times and improving the client experience.

174 images are missing alt text

Without descriptive tags, images are invisible to Google Image search and inaccessible to some users.

Our approach: We'll add clear, keyword-friendly descriptions to every image.

76 pages are missing meta descriptions

Google currently shows random snippets for these pages, which look unpolished in search results and attract fewer clicks.

Our approach: We'll write compelling, search-friendly descriptions that improve click-through rates.

Thin or light content (87 pages in total)

Dozens of pages either have very little content or a poor text-to-HTML balance. Google sees these as low-value.

Our approach: We'll expand these pages with meaningful, well-structured copy to build authority and rankings.

Titles are too long or missing clarity

A handful of titles are too lengthy and are cut off in results, reducing impact.

Our approach: We'll refine all page titles so they are concise, keyword-driven, and user-friendly.

One page is missing a main heading

Headings provide clarity for readers and search engines. Missing them reduces visibility.

Our approach: We'll ensure every page has a clear H1 heading supported by logical sub-headings.

Notices

What is a notice?

Notices are smaller points that don't stop the site from working, but they highlight inefficiencies or missed opportunities. Correcting them creates a stronger, future-proof foundation.

Links without descriptive labels (335 cases)

Links like "click here" give no context. Google and users both benefit from clearer wording.

Our approach: We'll rewrite anchors with keyword-rich, descriptive text.

Pages with weak internal linking (68 cases)

Some pages are hidden deep in the site with only one link pointing to them.

Our approach: We'll add relevant links from other content so these pages gain visibility and authority.

Redirect chains (5 cases)

Redirects add friction and slow down user journeys.

Our approach: We'll clean these up so links go directly to the right page.

Multiple H1 headings on some pages

This reduces clarity about the page's main focus.

**Our approach:** We'll standardise pages to one main heading with supporting sub-headings.

Security and AI readiness

Some subdomains don't enforce the highest security settings, and the site is missing the new llms.txt file used by AI-driven search.

Our approach: We'll update your protocols and implement llms.txt to strengthen security and future search performance.
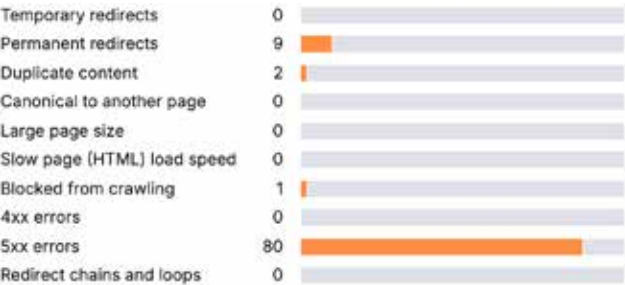
Crawlability / 87% score

Site Indexability

174 pages

92 Non-indexable pages

82 Indexable pages
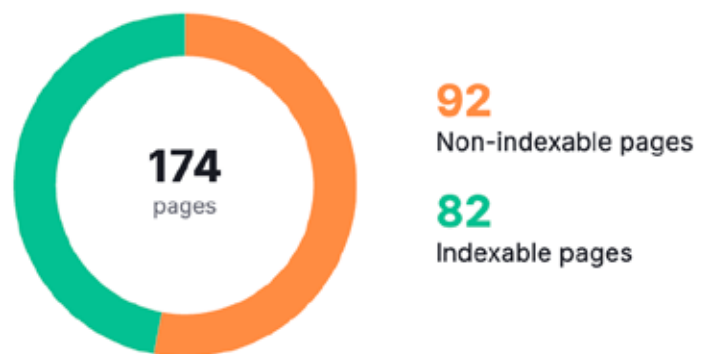
Your crawl budget is the number of times search engines will visit your site within a set period. It depends on site speed, page quality, and content freshness. Using it wisely is vital; wasted crawl budget means important pages may not be indexed.

Our approach: We identify and fix the issues that waste your crawl budget, ensuring search engines concentrate on the most important pages.
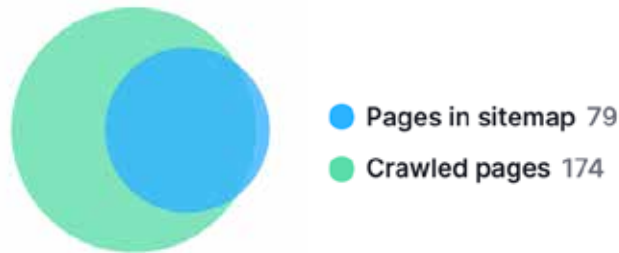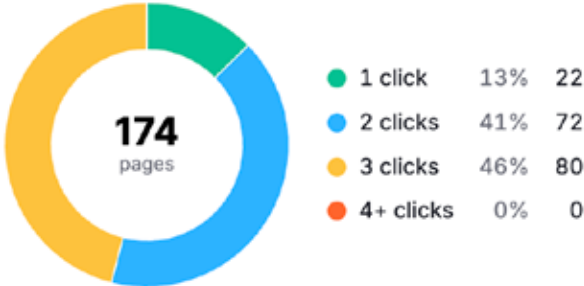
Crawl budget waste

Temporary redirects	0
Permanent redirects	9
Duplicate content	2
Canonical to another page	0
Large page size	0
Slow page (HTML) load speed	0
Blocked from crawling	1
4xx errors	0
5xx errors	80
Redirect chains and loops	0

Page crawl depth

- 🟢 1 click   22
- 🔵 2 clicks   72
- 🟠 3 clicks   80

Sitemap vs crawled pages

- 🔵 Pages in sitemap 79
- 🟢 Crawled pages 174

Internal Linking / Score 84%

Pages crawl depth

174 pages

🟢 1 click	13%	22
🔵 2 clicks	41%	72
🟡 3 clicks	46%	80
🔴 4+ clicks	0%	0

Internal link distribution

Links		Pages	
34%	→	5%	4 Strong pages ILR of more than 70
66%	→	95%	75 Medium pages ILR between 10-70
~0%	→	~0%	0 Weak pages ILR of less than 10
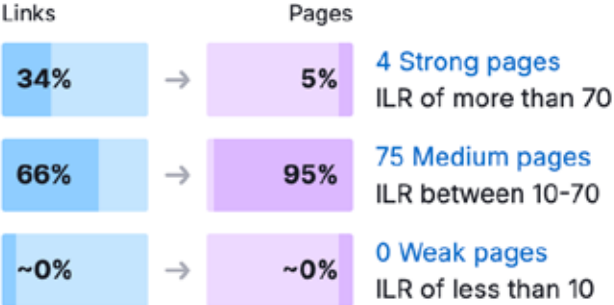
Core website vitals / 10% score

Page status

10 Pages

- 🟢 Good   1
- 🟡 To Improve   0
- 🔴 Poor   9
- ⚪ n/a   0

Metrics

A breakdown of pages by their status for each Core Web Vitals metric, plus optimisation tips.

Largest contentful paint (LCP)

- 🟢 Good   1
- 🟡 To Improve   1
- 🔴 Poor   8
- ⚪ n/a   0

Total blocking time (TBT)

● Good	1
● To Improve	0
● Poor	9
● n/a	0

Cumulative layout shift (CLS)

● Good	10
● To Improve	0
● Poor	0
● n/a	0
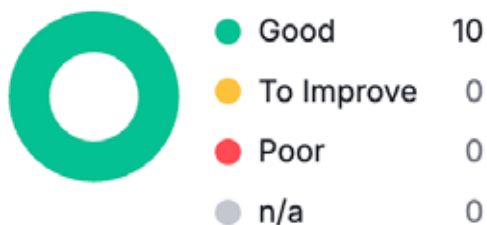
Domain Overview

Authority Score 11

The Authority Score is a proprietary metric that measures the reputability of the Hamilton Rowe Financial Planning domain. It accounts for the number and quality of its backlinks, organic search traffic, and overall authenticity of its profile.

Organic Search Traffic

0 UK / 0 Worldwide

Keywords for which a domain ranks in Google's top 100 organic search results, keywords ranking distribution, and the domain's organic competitors.

Paid search traffic N/A

Paid search refers to the domain's paid traffic, costs, ad copies, keyword rankings and distribution, as well as its paid competitors within Google's search results.

Backlinks 194

Referring domains 3

Backlinks are links from other websites that point to your domain, helping search engines assess your site's authority and relevance.

Competitor analysis

The competitive landscape

Hamilton Rowe Financial Planning operates in a competitive market where potential clients can select between local advisory firms and large national directories.
When people in Banstead or Surrey search for financial advice, they often encounter competitors such as Complete Financial or PY Financial Services, alongside directories like Unbiased and VouchedFor that dominate local searches with review-driven profiles.

Current positioning

Your website demonstrates breadth through its service pages and the "About You" navigation, which helps visitors find relevant advice quickly. However, much of the supporting content is still tied to newsletters and topical updates.
While these articles show thought leadership, they mainly capture informational searches rather than decision-stage queries like "financial adviser Banstead" or "retirement planning Surrey." Competitors who optimise for those high-intent, location-based terms are currently more visible when prospects are ready to act.

Competitor strengths and weaknesses

Local firms and directories succeed because they focus on essentials that drive enquiries:

- Clear service positioning tied to specific towns and counties.
- Prominent trust signals such as client reviews and ratings.
- Simple calls to action like "book a consultation" or "request a free review."

However, these competitors often lack depth. Their content is generic, repetitive, and rarely supported by evergreen guides or structured data such as FAQs.

This creates space for Hamilton Rowe Financial Planning to differentiate by offering higher-quality, more authoritative content that still captures

Opportunities for Clear Financial Advice

To move ahead of both local rivals and directory listings, the website can:

- Develop service + location pages such as "Retirement Planning in Surrey" or "Mortgage Advice in Banstead," targeting the exact queries clients use.
- Create evergreen guides that answer long-term client questions and attract consistent traffic.
- Showcase trust signals such as testimonials, case examples, and review markup directly on service pages.
- Strengthen calls to action so that each service page naturally leads to booking a consultation.

By combining technical improvements with clear content and an SEO strategy, Hamilton Rowe Financial Planning can compete directly for the most valuable searches and present a stronger, more credible online presence than both local competitors and directory listings.

Summary

Key findings

This audit reveals that the Hamilton Rowe Financial Planning website has a strong foundation but is underperforming because of technical weaknesses and strategic gaps.

Errors such as broken pages, missing metadata, and thin content reduce both usability and search visibility. At the same time, the content strategy leans heavily on newsletters, which are less effective at generating high-intent leads.

Competitor comparison

Local competitors and directories are visible at the decision-making stage of the client journey. They appear prominently in search results for location-specific queries and back this up with reviews and simple calls to action. While they may not always provide detailed or authoritative insight, their visibility and ease of engagement make them competitive.

The path forward

Hamilton Rowe Financial Planning already has the service breadth, professional positioning, and client-first approach to stand out.

By implementing the recommendations in this audit, we can:

- Resolve technical issues so the site is stable, fast, and accessible.
- Optimise on-page elements such as titles, headings, descriptions, and alt text for greater visibility.
- Expand evergreen content to support long-term rankings and authority.
- Strengthen local SEO so the firm appears directly in Banstead and Surrey searches.
- Integrate trust and credibility signals that

Conclusion

By incorporating these changes, your website will undergo a powerful transformation, evolving into a dynamic platform that not only enhances functionality but also elevates user experience. It will become a tool that drives engagement, attracts more qualified leads, and positions your business as a leader in your industry. This transformation will set the stage for long-term success, ensuring your website becomes a cornerstone of your growth strategy.

Goldmine Media, your partner in digital transformation

We understand that a website overhaul can seem like a daunting project. That's why Goldmine Media has developed a streamlined, collaborative process to make it a smooth and transparent experience for you. We manage every detail, allowing you to focus on running your business.

Our partnership involves:

Discovery and strategy: We begin by deeply understanding your business, your goals, and your target audience. This enables us to develop a customised strategy that aligns the website transformation with your long-term objectives.

Design and development: Our team of expert designers and developers will create a visually stunning and highly functional website. You will be involved at key stages to provide feedback and ensure the final product perfectly reflects your brand.

Content and SEO implementation: We handle all aspects of content creation and on-page SEO, ensuring your new site is ready to attract and convert from day one.

Testing and launch: After rigorous testing, we will manage the seamless launch of your new website.

Ongoing support: Our partnership doesn't end at launch. We offer ongoing support and analytics reporting to ensure your website continues to perform as a powerful client acquisition tool.

Take the next step towards a high-performing website

Maintaining an outdated website means missing out on opportunities. Every day, potential clients are searching for your services not only on Google but increasingly through AI, and a modern, optimised website is your best tool to capture their attention and secure their business.

By partnering with Goldmine Media, you are investing in a smoother, quicker, and more visible website that delivers a superior user experience and, most importantly, encourages long-term business expansion.

Is your business ready to unlock your website's full potential?

Have questions or need more details about this comprehensive website technical and keyword analysis audit? Contact us today — we're here to help!

Call: **0845 686 0055** or email **findoutmore@goldminemedia.co.uk**.

Goldmine Media Team

SEO Glossary: Key terms explained

Grasping the language of search engine optimisation (SEO) is the initial step to enhancing your website's visibility.

The web and SEO team at Goldmine Media have produced a glossary that simplifies essential SEO terms found in this audit into clear, easy-to-understand definitions, helping you navigate the world of digital marketing with confidence.

Anchor text

This is the clickable text in a hyperlink. Using descriptive and relevant words in anchor text helps search engines understand what the linked page is about.

Authority score

A metric used by SEO tools to predict how well a website will rank on search engine results pages (SERPs). It is typically calculated based on the quantity and quality of backlinks, among other factors. A higher score suggests greater ranking potential.

Backlinks

Also known as inbound links, these are links from one website to another. Search engines view backlinks as votes of confidence. A high number of quality backlinks from reputable sites can significantly boost your site's authority and search ranking.

Blocked from crawling

This occurs when a website's robots.txt file instructs search engine crawlers not to access certain pages or the entire site. While useful for private areas, accidentally blocking important pages can prevent them from being indexed and appearing in search results.

Broken internal links

These are hyperlinks that point to pages on your own website that no longer exist, often resulting in a 404 error. Broken internal links create a poor user experience and can hinder search engine crawlers from discovering all your content.

Conical (canonical tag)

A canonical tag is a snippet of HTML code that tells search engines which version of a URL you want to appear in search results when you have duplicate or very similar content across multiple pages. It helps prevent issues with duplicate content by specifying the "preferred" page.

Competitor analysis

The process of identifying your main competitors and evaluating their SEO strategies to uncover their strengths and weaknesses. This analysis helps you find opportunities to outrank them by improving your own content, backlink profile, and overall strategy.

Core web vitals

A set of specific metrics that Google uses to measure a webpage's overall user experience. They focus on loading speed, interactivity, and visual stability. The three main Core Web Vitals are Largest Contentful Paint (LCP), Total Blocking Time (TBT - which informs First Input Delay), and Cumulative Layout Shift (CLS).

Crawl budget waste

This happens when search engine crawlers spend time on low-value or non-essential pages of your website, such as those with duplicate content, soft error pages, or faceted navigations. This "wasted" time means they may not get to your most important pages.

Crawled pages

These are the pages on your website that a search engine's bots (or crawlers) have visited and analysed. Just because a page is crawled doesn't mean it will be indexed and shown in search results.

Critical errors

Severe issues found during a site audit that can seriously harm your website's SEO performance and user experience. Examples include 5xx server errors or widespread indexing problems. These should be fixed as a top priority.

CSS files

Cascading Style Sheets (CSS) are files that dictate the visual presentation of a website, including colours, fonts, and layout. Unoptimised or large CSS files can slow down your site's loading time, negatively impacting user experience and Core Web Vitals.

Cumulative layout shift (CLS)

A Core Web Vitals metric that measures the visual stability of a page. A high CLS score means that elements on the page shift around unexpectedly as it loads, which can be frustrating for users. The goal is to have a low CLS score.

Descriptive labels

Clear and informative text is used for links, buttons, and navigation menus. Similar to anchor text, descriptive labels help both users and search engines understand the purpose of a clickable element and where it will lead.

Duplicate content

Content that appears on the internet in more than one location (URL). This can happen within your own site or across different websites.

Search engines can struggle to decide which version to rank, potentially diluting your SEO efforts.

Duplicate titles

When multiple pages on your website have the exact same title tag. This makes it difficult for search engines and users to distinguish between the pages, which can negatively affect your click-through rate from search results.

Errors

A general term for problems identified during a site audit that negatively impact SEO or user experience. These can range from critical server errors to less severe issues like broken links.

H1 heading

The main heading on a webpage. It should accurately describe the page's content and typically includes the primary target keyword. There should only be one H1 tag per page.

Images alt text

Alternative text is a written description of an image in the HTML code. It serves three main purposes: it is displayed if an image fails to load, it helps screen-reading tools describe images to visually impaired users, and it provides context to search engines, helping them understand the image content.

Indexable pages

Pages on your website that you allow search engines to crawl and add to their index. These are the pages eligible to appear in search results.

Large page size

Refers to the total file size of a webpage, including all its HTML, scripts, CSS, and images. Large pages take longer to load, which can lead to a poor user experience, higher bounce rates, and lower search rankings.

Largest Contentful Paint (LCP)

A core web vitals metric that measures how long it takes for the largest content element (like an image or block of text) to become visible on the screen. A fast LCP time indicates good loading performance.

Links

Hyperlinks that connect one web page to another. They can be internal (linking to another page on the same site) or external (linking to a page on a different site). Links are fundamental to how users and search engines navigate the web.

Non-indexable pages

Pages that are blocked from being included in a search engine's index. This is usually done intentionally by using a "noindex" tag for pages such as admin logins, internal search results, or thank-you pages.

Notices

The lowest-priority issues identified in a site audit. These are usually recommendations for best practice enhancements rather than definitive errors, such as a page not being included in a sitemap.

Optimisation

The process of improving a website and its content to increase its visibility in search engine results. This involves making technical adjustments, creating content, and building links to meet the criteria that search engines use for ranking.

Organic search traffic

Visitors who arrive at your website by clicking on a non-paid ("organic") listing in a search engine's results. This is often seen as a primary goal of SEO.

Page crawl depth

The number of clicks it takes to get from the homepage to a specific page on your website. Important pages should have a low crawl depth (fewer clicks) so they are easier for both users and search engines to find.

Paid search traffic

Visitors who arrive at your website from clicks on advertisements that appear on search engine results pages. This is managed through platforms like Google Ads and is separate from organic traffic.

Permanent redirects (301)

A redirect that permanently sends users and search engines from one URL to a new one. It transfers most of the link equity (ranking power) to the new page and is considered the best practice for permanently moving content.

Protocols (HTTP vs. HTTPS)

The foundation of data communication on the World Wide Web. HTTPS (Hypertext Transfer Protocol Secure) is the secure version of HTTP. Having an HTTPS site is a confirmed, albeit minor, ranking factor and is crucial for user trust and security.

Redirect chains

A series of two or more redirects between the original URL and the final destination page. For example, Page A redirects to Page B, which then redirects to Page C. These chains slow down page loading and can dilute link equity.

Redirect Loops

An error occurs when a URL redirects back to itself, or a series of redirects eventually circle back to one of the URLs in the chain, creating an infinite loop. This prevents users and search engines from ever reaching the final page.

Referring domains

The unique websites that have at least one backlink pointing to your site. Having 10 backlinks from a single domain means you have 10 backlinks, but only one referring domain. A diverse profile of high-quality referring domains is a strong positive signal for SEO.

Sitemap

An XML file that lists all the important pages on your website. Submitting a sitemap to search engines helps them discover and crawl your content more efficiently, especially for large sites or new pages.

Slow page speed from unoptimised code

When a website loads slowly due to its underlying code (HTML, CSS, JavaScript) being inefficient, bloated, or poorly written, optimising this code can significantly improve loading times.

Temporary redirects (302)

A redirect informs search engines and users that a page has moved temporarily. Unlike a 301 redirect, it does not transfer link equity to the new URL, as the move is not considered permanent. It should be used sparingly, such as for A/B testing or site maintenance.

Thin or light content

Pages with minimal or low-value content that fail to provide a satisfactory answer to a user's query. Search engines may perceive these pages as poor quality, which can negatively affect your overall site ranking.

Total Blocking Time (TBT)

A Core Web Vitals metric that measures the total time a page is unresponsive to user input (such as a mouse click) while loading. High TBT signifies poor interactivity and a frustrating user experience.

Unminified Scripts

JavaScript and CSS files contain unnecessary characters, such as spaces, comments, and line breaks. "Minification" is the process of removing these characters to decrease the file size, which helps the page load more quickly.

Warnings

Issues identified during a site audit that are more serious than notices but less critical than errors. They indicate potential problems that could harm your SEO if not addressed, such as missing alt text or duplicate title tags.

4xx Errors

Client-side errors, meaning the problem is with the user's request. The most common is a "404 Not Found" error, which occurs when a user tries to access a page that doesn't exist.

5xx Errors

Server-side errors mean the issue lies with the website's server. A "500 Internal Server Error" or "503 Service Unavailable" signals a critical problem that prevents the server from processing a valid request, making the site inaccessible.

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