



Clearbell

Monthly Website Health Report

Mercer & Hill Solicitors

mercerhill.co.uk

WORDPRESS SITE

Sample report · Clearbell plan



Needs attention

down 12

ISSUES

3

1 high priority

UPTIME

99.7%

this month

Plain English · Clear actions · Every month

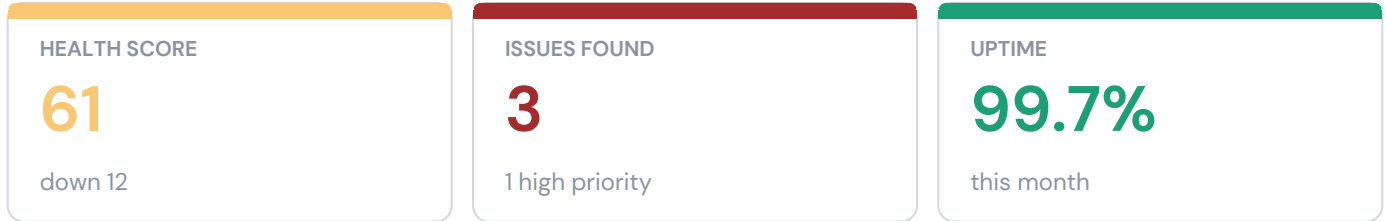
SAMPLE REPORT - YOUR SITE'S DATA WOULD APPEAR HERE INSTEAD

clearbell.io · from £89/month as a founding member

HEALTH OVERVIEW

This month at a glance

Sample report - illustrative data, not a real audit

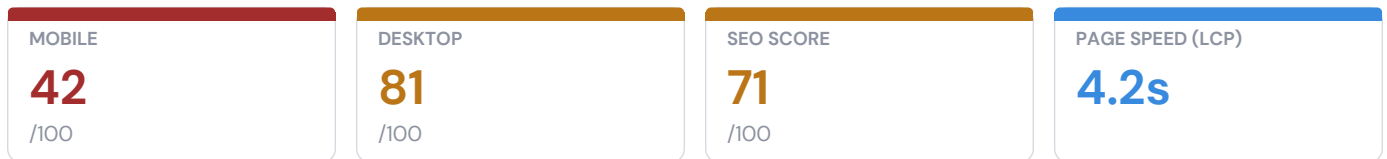


HEALTH SUMMARY

Your website health score dropped 12 points this month to 61/100 – the biggest dip we've seen in six months. The most pressing issue is your SSL certificate, which expires in 18 days. If it's not renewed before then, every visitor will see a security warning and most will leave immediately. Your mobile page speed is also dragging down your Google rankings at a time when three of your key terms are slipping.

NEEDS ATTENTION

GOOGLE PAGESPEED SCORES



No schema markup

2 social profiles

SCORE TREND



ISSUES IDENTIFIED

Top issues this month

ISSUE 01

HIGH

SSL certificate expires in 18 days

Your website's security certificate is about to expire. When it does, Chrome, Safari and Firefox will all show a security warning before anyone can see your site. This will effectively take your website offline for most visitors.

You have 18 days to act. After that, anyone searching for a solicitor in Manchester and clicking your link will see a security warning — and almost certainly click back and choose a competitor instead.

ISSUE 02

MEDIUM

Mobile page speed critically slow (42/100)

Google scores your website's mobile performance at just 42 out of 100. The main issue is your largest image taking 4.2 seconds to load — well above Google's 2.5 second target. On a slow mobile connection it's even worse.

Most searches for solicitors in Manchester happen on mobile. A slow site means Google ranks you lower AND visitors leave before the page loads — you're losing potential clients at both ends.

ISSUE 03

LOW

No Google Business Profile link detected

Your website mentions your address but doesn't link to a Google Business Profile or embed a Google Maps listing. This is a missed opportunity for local visibility — Google uses GBP signals to connect your website with your Maps listing.

Solicitors who link their website to their Google Business Profile rank higher in local searches and Google Maps. Without this connection, potential clients searching nearby may never find you.

HOW TO FIX IT

Your fix guide this month

Difficulty, time, and cost estimates for each issue – with clear instructions your developer or CMS can act on

ISSUE 01 **SSL certificate expires in 18 days**

EASY

30 MINUTES

DIY COST

Free–£10/year

DEVELOPER COST

£50–80

HOW TO FIX IT

- 1 Contact your web hosting provider today and ask them to renew your SSL certificate
- 2 Most hosts (GoDaddy, Fasthosts, TSOhost etc.) do this automatically – check your account
- 3 If you manage your own hosting, log in and renew via your control panel
- 4 Once renewed, visit your site and check the padlock icon appears in the browser bar
- 5 If in doubt, ask your web developer – this is a routine task for them

ISSUE 02 **Mobile page speed critically slow (42/100)**

MEDIUM

1–2 HOURS

DIY COST

Free

DEVELOPER COST

£100–200

HOW TO FIX IT

- 1 Ask your web developer to compress and resize the hero image on your homepage
- 2 Images should be no wider than 1200px and saved as WebP format where possible
- 3 Enable browser caching through your hosting control panel if not already active
- 4 Consider using a CDN (Content Delivery Network) – many hosts offer this free
- 5 Retest using Google PageSpeed Insights after changes to confirm improvement

ISSUE 03 **No Google Business Profile link detected**

EASY

30 MINUTES

DIY COST

Free

DEVELOPER COST

N/A

HOW TO FIX IT

- 1 Search Google for your business name and claim your Google Business Profile if you haven't already
- 2 Log into your WordPress admin area and navigate to your contact or footer section
- 3 Add a link to your Google Business Profile page (the URL from your Google Maps listing)
- 4 Consider embedding a Google Map on your contact page – most WordPress page builders support this
- 5 Verify your GBP listing is complete with correct address, phone number and opening hours

COOKIE COMPLIANCE

Tracking technology audit

Status:**MEDIUM RISK**

[-3 pts]

What we detected on your homepage:

| | |
|-------------------------------------|---|
| Advertising / retargeting pixels | 0 |
| Analytics platforms | 1 |
| Marketing automation / CRM trackers | 1 |
| Session replay / heatmap tools | 0 |
| Tag managers | 1 |

Total tracking technologies **3**

Cookie consent platform Detected (good)

What this means

Having a cookie consent platform is a positive signal – but it does not automatically mean your trackers are blocked before visitors give consent. A common compliance failure is sites that display a consent banner while loading trackers anyway.

What to verify

Open your site in a fresh incognito window. Before clicking anything, open your browser developer tools (Inspect, Application, Cookies). If you see cookies set by third-party domains (anything that is not your own domain) before you have clicked accept, your consent platform is decorative rather than functional. This is the most common cookie compliance failure we see in UK SME websites. If trackers are correctly blocked until consent, you can disregard this finding – and your compliance posture is good.

Important limitation

This finding is based on static analysis of your homepage source code. The most accurate cookie compliance check requires loading your site in a real browser and observing which cookies actually get set before and after consent – that level of verification is included in our Pro tier.

AI SEARCH READINESS

How AI tools like ChatGPT see your site

3 / 5**Average**

AI search readiness score

PASS **AI tools can read your site**

GPTBot, ClaudeBot, and Perplexity can access your content.

BONUS **Guide for AI systems (llms.txt)**

Optional file that helps AI tools quote your business accurately.

SET **One source of truth (canonical URL)**

AI tools see a single canonical version of each page.

AGING **Content freshness signals**

Your freshness signals are aging. A recent update would help.

MISSING **Structured data (schema)**

Without structured data, AI tools have to guess what your business does from page text alone.

These signals affect whether your site appears when clients ask AI tools for recommendations.

SEARCH VISIBILITY

Keyword ranking tracker

SUMMARY

A difficult month for rankings — three terms dropped and only one improved. 'Wills and probate manchester' fell four places to #19, a high-value search term. The mobile speed issues are almost certainly a contributing factor given Google's strong emphasis on mobile performance.

| KEYWORD | POSITION | CHANGE |
|------------------------------|----------|--------|
| solicitor manchester | #11 | down 3 |
| family solicitor manchester | #6 | down 1 |
| conveyancing manchester | #9 | up 2 |
| employment solicitor salford | #4 | — |
| wills and probate manchester | #19 | down 4 |

'Conveyancing manchester' bucked the trend with a two-place improvement to #9 — worth monitoring. Fixing the SSL certificate and improving mobile speed should stabilise the other terms over the next month, though full recovery may take 6–8 weeks.

COMPETITIVE INTELLIGENCE

Competitor snapshot

YOUR SITE

Mercer & Hill Solicitors

mercerhill.co.uk

61 /100

COMPETITOR

Whitfield Walker LLP

whitfieldwalker.co.uk

84 /100

ANALYSIS

Whitfield Walker LLP scores 84/100 — a strong position driven largely by better mobile performance (71/100 vs your 42). Their site loads faster on phones, which gives them an edge in Google rankings for competitive Manchester solicitor terms. They also have a significantly larger volume of Google reviews.

WHERE YOU CAN WIN

Fixing the mobile speed gap and building a consistent review strategy would close the ranking distance within 60–90 days.

YOUR ACTION THIS MONTH

Priority action

Renew your SSL certificate within 18 days

WHAT TO DO

This is urgent — you have 18 days before your website effectively goes offline for most visitors. Contact your hosting provider today. It typically takes less than 30 minutes and costs nothing if your host handles it automatically, or around £10/year if you need to renew manually. Don't let this one slip — the mobile speed issue can wait a week, this cannot.

WHAT WE'RE WATCHING NEXT MONTH

We'll confirm the SSL certificate has been renewed, monitor whether the mobile speed improvements have had an effect on rankings, and watch whether 'wills and probate manchester' recovers after the technical fixes are in place.

MONITOR YOUR SITE EVERY MONTH

Keep your site healthy, automatically.

WHAT HAPPENS NEXT MONTH

If you fix the priority action above, next month's report will show whether your score improved. Clearbell also watches for new issues that appear between reports – speed regressions, SSL expiry warnings, ranking drops – and tells you the moment anything changes.

FOUNDING MEMBER OFFER – RATE LOCKED IN FOR LIFE – SIGN UP BEFORE 30 JUNE 2026

Get a report like this every month, automatically.

Clearbell crawls your site, tracks your rankings, and sends you a plain-English report every month – every issue explained, one clear action to take.

Clearbell £89/mo · Clearbell Pro £179/mo · Rate locked in for life

Founding member rate locked in for life. No setup fees. Cancel any time.

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This is a sample Clearbell monthly report.

Your site. Your data. Every month. Start at [clearbell.io](#)

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