

FRIENDS FSEARCH



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slideshare.net/GregoryEdwards28



Scaling SEO: Lessons for All Types of Sites

Gregory Edwards | Blue Array

What will we be covering?

1. What a marketplace is
2. Unique challenges for marketplaces
3. What can you learn from marketplace sites
4. Key Takeaways

Hello!



Senior SEO Manager at Blue Array



@GregoryE_seo

@bluearray

I've been working in the industry for 6 years...

Before



After 🧡

Brands I've worked with:



GoCardless

≤bark

MODESENS



PH*TOBOX

RAC

What is an online marketplace?

What is an online marketplace?

- **e-Commerce site which connects sellers and buyers**
- **Sellers will create listings for users to buy their products**
- **The marketplace will handle the transaction for the buyer and seller**

Examples of Marketplaces

ebay

Autotrader 

≤bark

 VenueScanner

MODESENS

 airbnb


amazon 

What about their
unique challenges?

1. These sites can be enormous

Typically due to users building:

1. Product Listings



Warren Lotas God Wept T-Shirt Men's XL


Condition: **Used**

Price: **US \$180.00**
Approximately £143.00

[Buy it now](#)

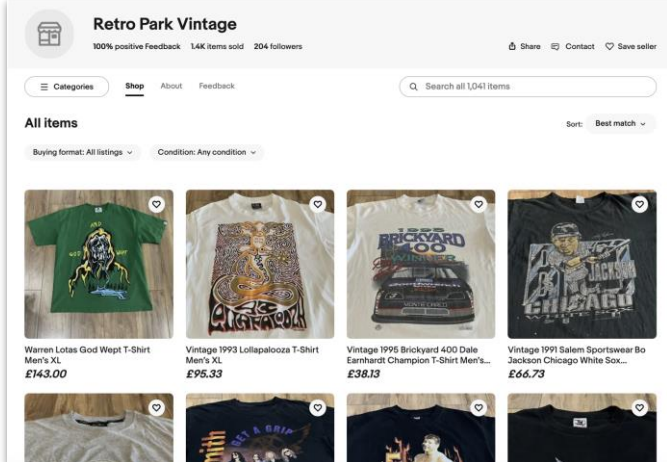
[Add to basket](#)

[Watch this item](#)

 Collect 143 Nectar points [Redeem your points](#) | [Conditions](#)

Postage: **US \$19.85 (approx £15.77)** USPS First Class Mail International Large Envelope. [See details](#)
Located in: Fresno, California, United States

2. Profile Pages



Retro Park Vintage
100% positive Feedback 1.4K items sold 204 followers









[Share](#) [Contact](#) [Save seller](#)

[Categories](#) **Shop** [About](#) [Feedback](#)

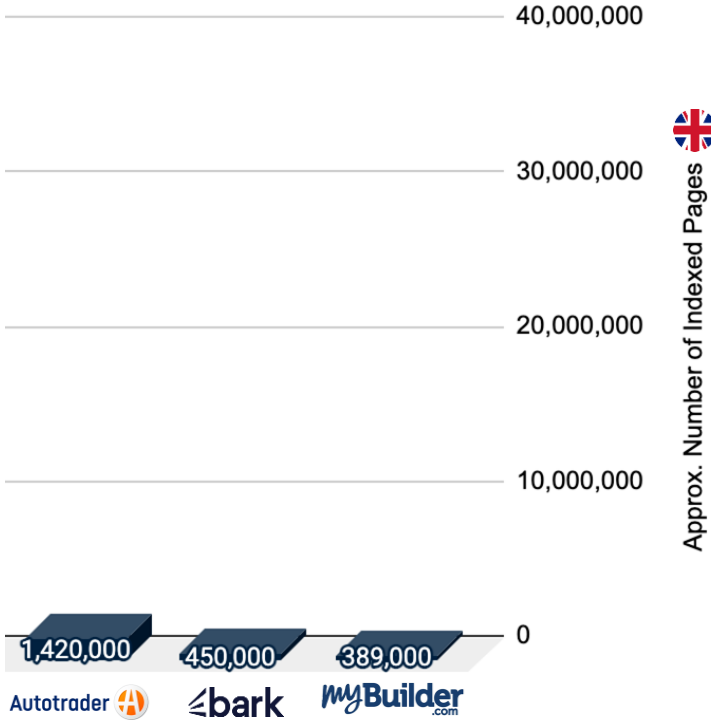
Search all 1,041 items

All items Sort: [Best match](#)

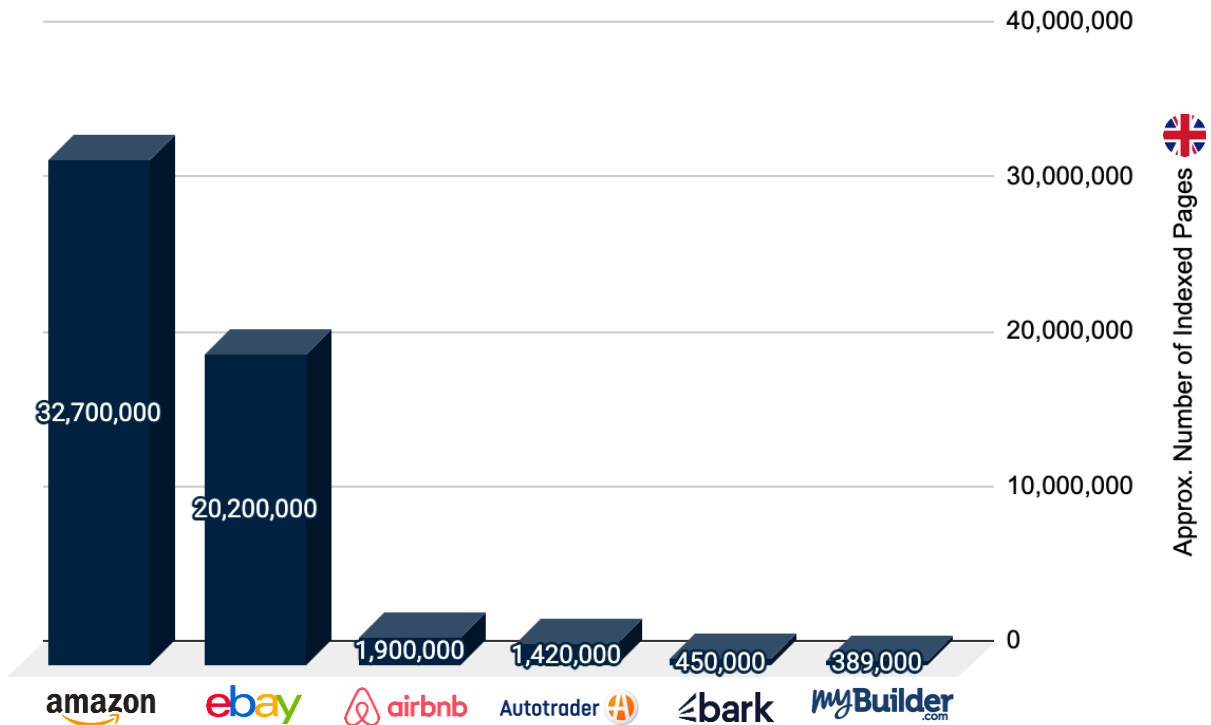
Buying format: [All listings](#) Condition: [Any condition](#)

 Warren Lotas God Wept T-Shirt Men's XL £143.00	 Vintage 1993 Lollapalooza T-Shirt Men's XL £95.33	 Vintage 1995 Brickyard 400 Dale Earnhardt Champion T-Shirt Men's XL £38.13	 Vintage 1991 Salem Sportswear Bo Jackson Chicago White Sox... £66.73
			

Means marketplaces can get quite large...



Means marketplaces can get quite large...



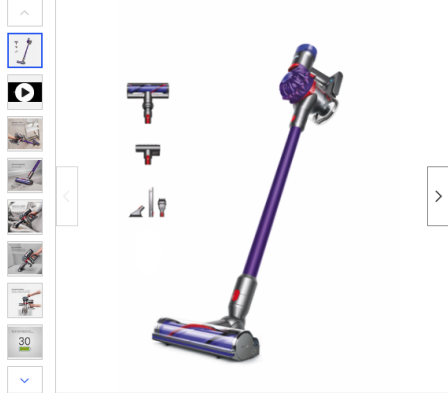
**These are only the pages that
are indexable, they are likely
even larger 🤔**

2. Site quality can be dependant on your users

**With these listings/profiles
we are very much at the
mercy of the user... 🧑**

They can be good 👍

🏷️ **15% OFF WITH DYSONFEB15** (Max £100 off) [See all eligible items and terms](#) ▶



Refurbished on eBay

Dyson V7™ Animal Cordless Vacuum Cleaner - Refurbished

Official Dyson Outlet | Free Delivery | 30 Day Returns

🔥 14 sold in the last 24 hours

Condition: **Very Good - Refurbished** ⓘ

Quantity: Limited quantity available / 14 sold

Price: **£249.99**

[From £11.79 per month for 24 months with PayPal Credit*](#)

Buy it now

Add to basket

♡ Watch this item

🔄 Breathe easy. Free postage and returns.

🌿 Take £50.00 off this item. [Show me how](#)

🎁 Collect 250 Nectar points [Redeem your points](#) | [Conditions](#)

Postage: **Free Standard Delivery. [See details](#)**
Located in: UK, United Kingdom

Delivery: **Estimated between Fri, 1 Mar and Mon, 4 Mar to SL10SA** ⓘ

Returns: **30 days return. Seller pays for return postage. [See details](#)**

Payments:     



*From £11.79 per month for 24 months. [See payment information](#)

About this item

Postage, returns and payments

Report this item

Seller assumes all responsibility for this listing.

Last updated on 28 Feb, 2024 09:43:35 GMT [View all revisions](#)

eBay item number: 134954570609

Item specifics

Condition	Very Good - Refurbished: The item shows minimal wear. It is fully functional and has been ... Read more
Smart Home Protocol	Not Applicable/Not Available
EAN	5025155028889
Bagged/Bagless	Bagless
Brand	Dyson
Filters	Bagless
Charge Time	3.5 Hr
Voltage	22.5V
Features	Battery Operated, Carpet Cleaning, Handle Controls

Included Accessories	Refer to in the Box section
Smart Home Compatibility	Not Applicable/Not Available
MPN	227589-01, 35197501
Colour	Purple
Runtime	30 min
Type	Handheld
Capacity	0.5 L
Model	Dyson Animal
Cord Type	Cordless

About this product

Product Identifiers

Brand	Dyson
EAN	5025155028889, 5025155051825
Model	Dyson Animal

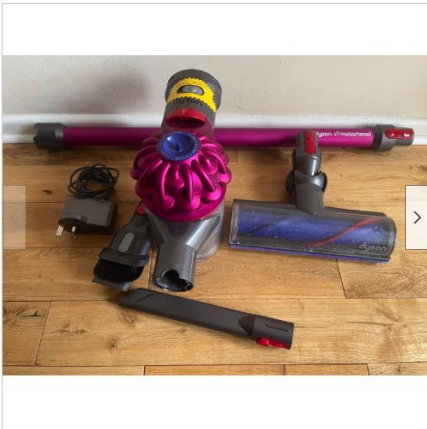
MPN	227589-01, 35197501
GTIN	5025155028889, 5025155051825
eBay Product ID (ePID)	2303306728

Product Key Features

Runtime	30 min
Capacity	0.5 L
Colour	Purple
Features	Battery Operated, Carpet Cleaning, Handle Controls
Type	Handheld

Filters	Bagless
Bagged/Bagless	Bagless
Voltage	22.5V
Cord Type	Cordless
Charge Time	3.5 Hr

They can be bad 👎



Have one to sell? [Sell it yourself](#)

Dyson V7 Motorhead Cordless Vacuum cleaner working order

🔥 4 watched in the last 24 hours

Condition: Used

Price: **£70.00**

Buy it now

Add to basket

♡ Watch this item



Won't be home? Pick a spot at checkout and pick up in-person



Collect 70 Nectar points [Redeem your points](#) | [Conditions](#)

Collection: Click & Collect - Select store at checkout.

Postage: **Free 3 day postage**

Get it between **Fri, 1 Mar** and **Sat, 2 Mar** to SL10SA. [See details](#)

Located in: Peterborough, United Kingdom

Returns: No returns accepted. [See details](#)

Payments:     



Get more time to pay. [See payment information](#)

[About this item](#)

[Postage, returns and payments](#)

[Report this item](#)

Seller assumes all responsibility for this listing.

eBay Item number: 285734418342

Item specifics

Condition Used: An item that has been previously used. The item may have some signs of cosmetic wear, but it ... [Read more](#)

Brand Dyson

Type v7

Model Dyson V6 Animal

Item description from the seller

They can be awful



Ash Vacuum Cleaner Lightly Used Item

Condition: **Used**

Price: **£12.50**

[Buy it now](#)

[Add to basket](#)

[Watch this item](#)

 Collect 12 Nectar points [Redeem your points](#) | [Conditions](#)

Collection: **Collection in person only** from Ellesmere Port, United Kingdom. [See details](#)

Returns: **No returns accepted.** [See details](#)

Payments:      Cash on pickup



Get more time to pay. [See payment information](#)

 Have one to sell? [Sell it yourself](#)

[About this item](#)

[Postage, returns and payments](#)

[Report this item](#)

Seller assumes all responsibility for this listing.

eBay item number: **264692533874**

Item specifics

Condition **Used:** An item that has been previously used. The item may have some signs of cosmetic wear, but is ... [Read more](#)

Type **Ash**

Bagged/Bagless **Bagless**

Power **1200 W**

Brand

Included Accessories **Filter, Nozzle**

Cord Type **Corded**

Colour **Black**

Workzone

Item description from the seller

Lightly used workzone ash vacuum

Details and photos to follow

Local collection only

3. Relies on a combination of SEO practices

For example...



Find the perfect space for Conferences & cocktails

The UK's most incredible spaces for meetings, conferences, parties, team offsites and more are right here on VenueScanner.

Search Spaces



For example...



Large Scale



Local SEO



Another one...

MODESENS

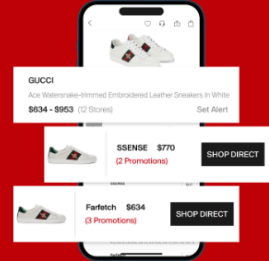


CHECK MODESENS BEFORE YOU BUY

We're not a store.
We're your fashion shopping assistant.

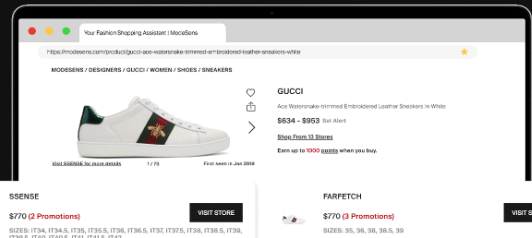
net-a-porter

SEARCH

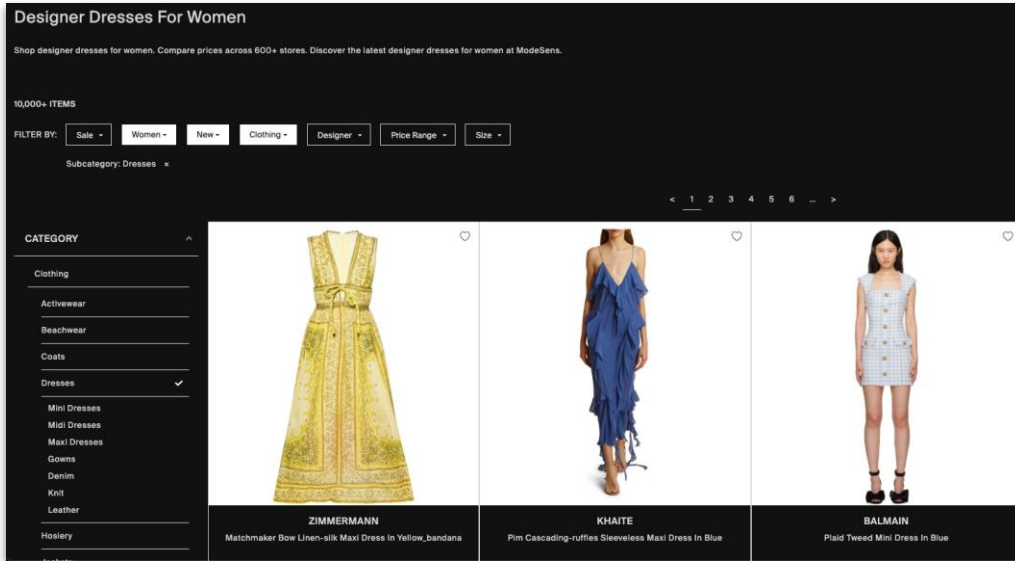


Compare 600+ Stores In One Place

ModeSens allows you to compare prices and availability across hundreds of stores and thousands of brands.



Another one...



Large Scale 



e-Commerce 

To see success... 

- 1. We need to make it easy to crawl (due to its size)**
- 2. We need to control the quality of pages Google accesses (due to user generated content)**
- 3. We need to apply multiple SEO practices (due to the different types of marketplaces)**

What learnings can you take
from marketplaces? 🤔

Lesson 1: Less is more (indexation)

A close-up photograph of a man with light brown hair and blue eyes, wearing a white chef's uniform. He has a serious, slightly furrowed brow and a slight frown. He is positioned in front of a silver chain-link fence. In the bottom left corner of the image, there is a small, colorful Google 'G' logo. A yellow text box is overlaid on the right side of the image.

**Liken Google
to a chef**

**Give Google poor
quality ingredients
(pages)...**





**We can't expect a
delicious meal (our
site to perform)**





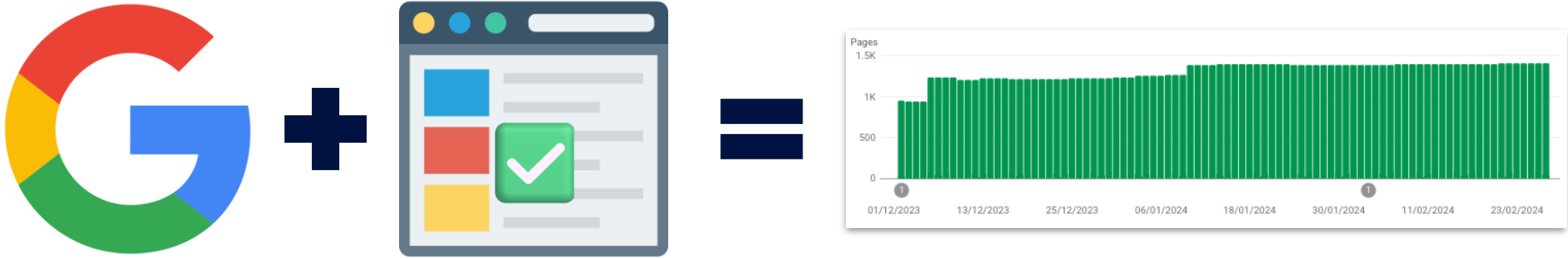
**Give Google high
quality ingredients
(pages)...**

A close-up photograph of a plate of Mexican food. In the foreground, there are several tacos on a tortilla, filled with shredded chicken, purple cabbage, tomatoes, and cheese. To the right, there is a bowl of red salsa. In the bottom left corner, there are several lemon wedges. The plate is resting on a surface with a repeating pattern of the word 'TEQUILA'.

**We can serve up a
delicious meal
(our site is more
likely to perform)**



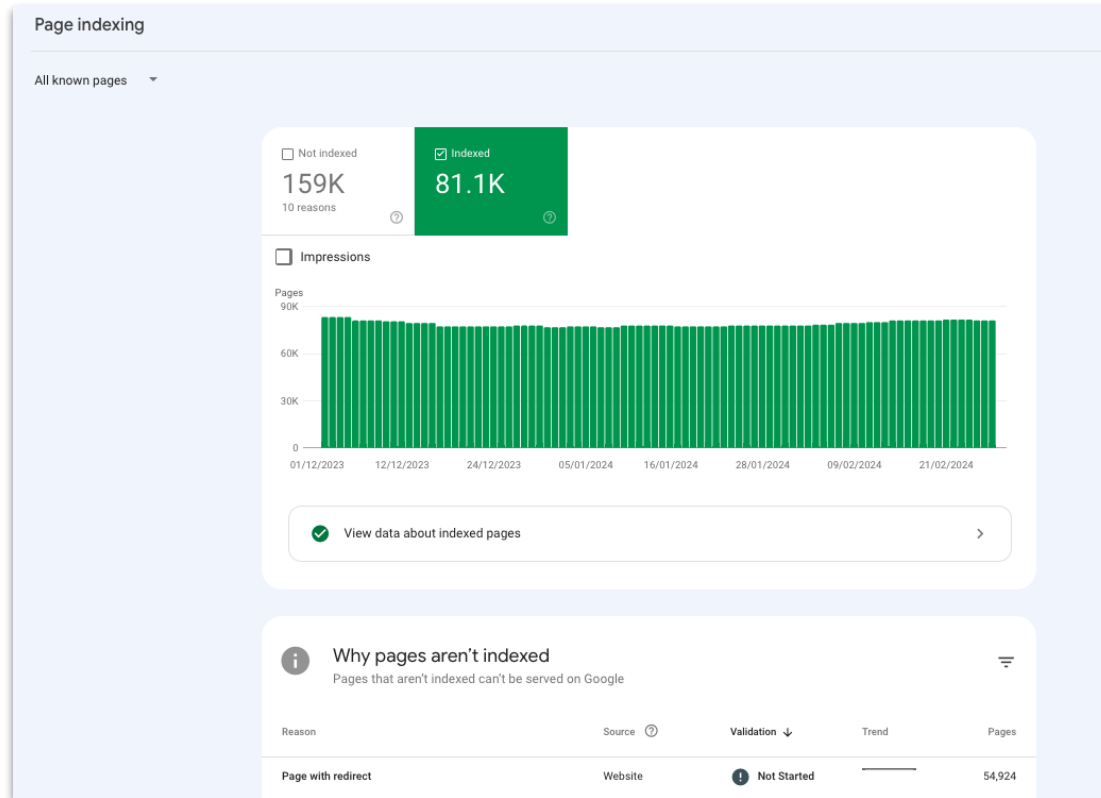
In short...



A high-angle photograph of a sprint race starting on a red track. Several athletes are captured in mid-stride, moving from left to right. They are wearing various colored uniforms: blue, white, red, and dark blue. Some have bib numbers visible, such as 10, 47, 1874, and 287. The track has white lane markings and yellow starting blocks. A yellow text box is overlaid on the right side of the image.

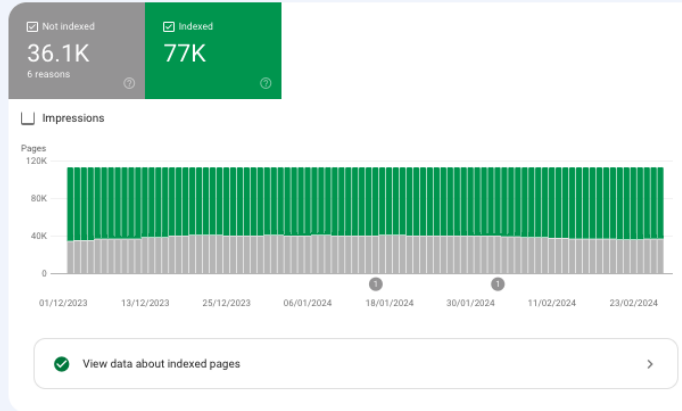
**First place to
start...**

Index Coverage Report



Page indexing

All submitted pages



Why pages aren't indexed

Pages that aren't indexed can't be served on Google

Reason	Source	Validation	Trend	Pages
Page with redirect	Website	Not Started	_____	420
Alternative page with proper canonical tag	Website	Not Started	_____	72
Excluded by 'noindex' tag	Website	Not Started	_____	16
Discovered - currently not indexed	Google systems	Not Started	_____	23,836
Crawled - currently not indexed	Google systems	Not Started	_____	11,710
Duplicate, Google chose different canonical than user	Google systems	Not Started	_____	6
Server error (5xx)	Website	N/A	_____	0
Blocked due to access forbidden (403)	Website	N/A	_____	0

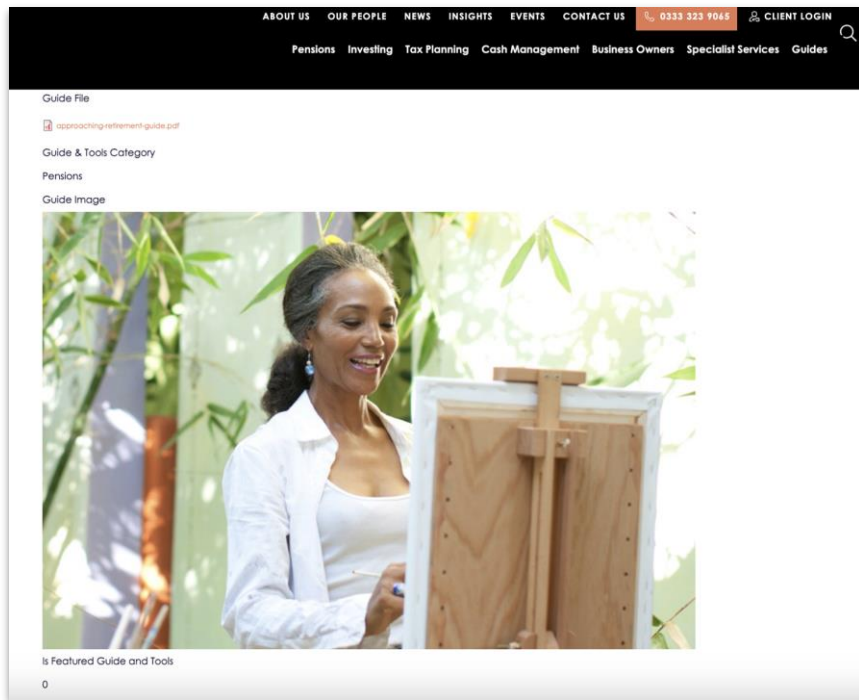
Rows per page: 50 | 1-8 of 8

Discovered – currently not indexed

Suggests that Google does not see value in crawling this content.

Due to patterns Google has identified or a lack of importance.

Discovered – currently not indexed	Google systems
Crawled - currently not indexed	Google systems
Duplicate, Google chose different canonical than user	Google systems



Discovered – currently not indexed

Suggests that Google does not see value in crawling this content.

Due to patterns Google has identified or a lack of importance.

Crawled – currently not indexed

Clearest indication that our content doesn't add value.

Due to low quality content, content is too niche.

Discovered – currently not indexed	Google systems
Crawled - currently not indexed	Google systems
Duplicate, Google chose different canonical than user	Google systems

Discovered – currently not indexed

Suggests that Google does not see value in crawling this content.

Due to patterns Google has identified or a lack of importance.

Crawled – currently not indexed

Clearer indication that our content doesn't add value.

Due to low quality content, content is too niche.

Duplicate, Google chose different canonical than user

Google uses this section to flag URLs where they believe duplicate content to exist.

**Review and take
action!**



A close-up photograph of a wooden staircase. The stairs are made of dark-stained wood and feature a decorative wooden handrail with a curved top. The handrail is supported by a white balustrade with ornate black wrought-iron balusters. The background shows a white wall with a decorative molding. A yellow text box is overlaid in the bottom right corner.

**Taking this a step
further**

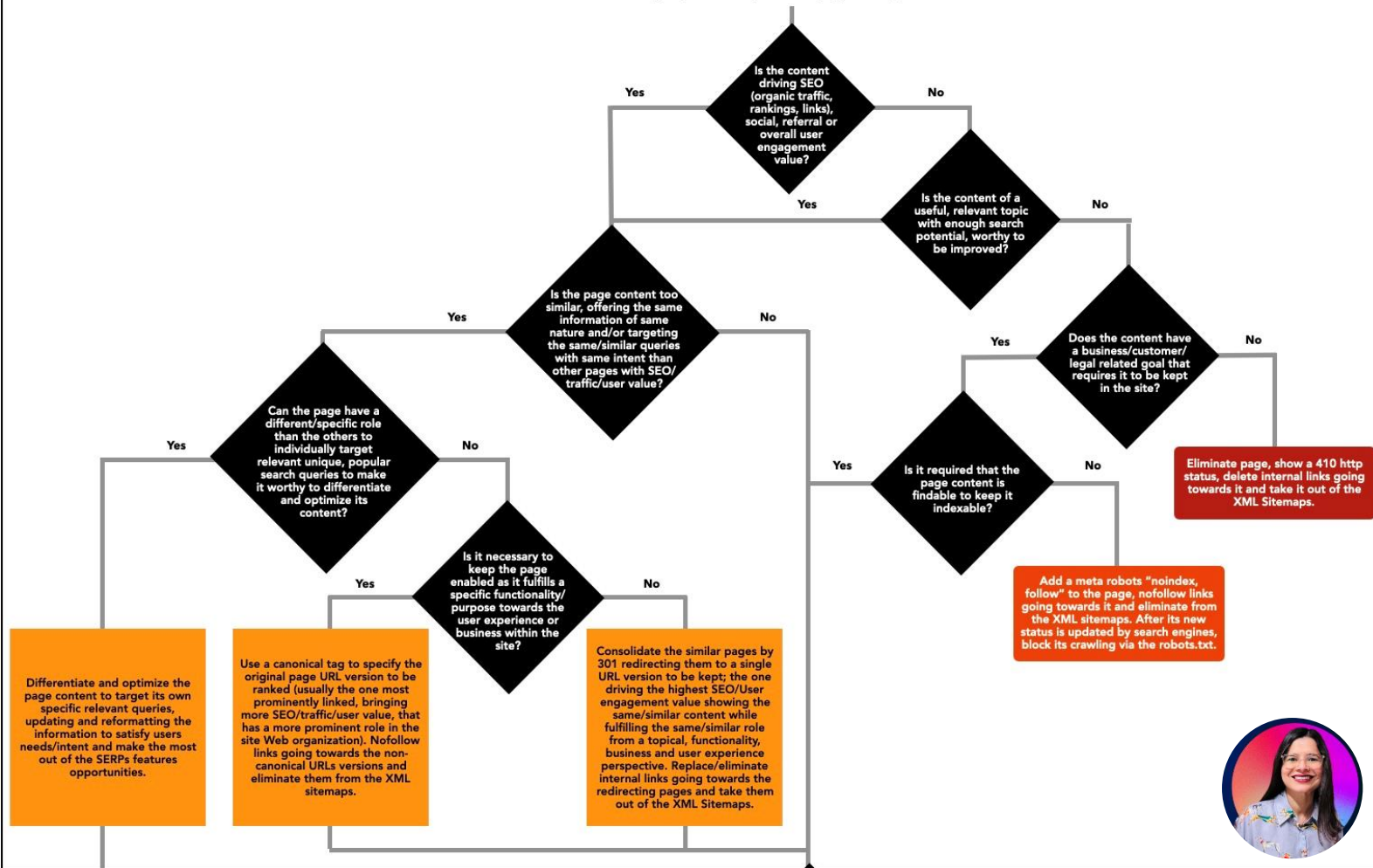
**Review everything on
your site 😊**

**Some of
you...**



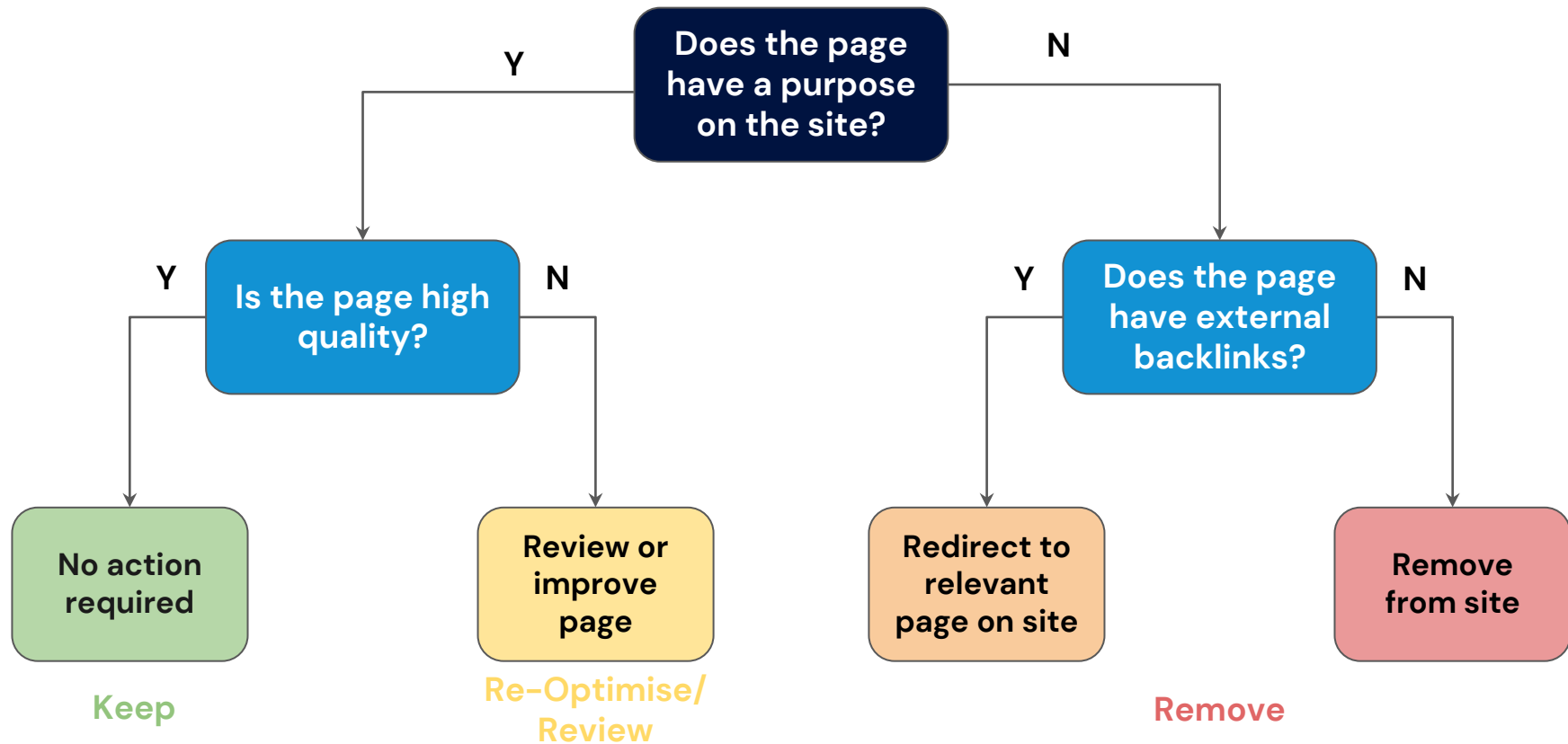
- 1. Pull all of the live pages for your site**
- 2. Append supporting data to your pages**
- 3. Manually review your pages
(criterias can also help)**

Should you prune or optimize a page from your site?



- 1. Does the page have value? (organic, brand or supplementary)**

- 2. Is the page high-quality?**



Results in...

Section		Address	Actions		
			Action	Actioned?	Notes
Misc.		.car-data-cl	Canonicalise (Tracking link)	<input type="checkbox"/>	To non-tracking URL
Misc.		.car-data-cl	Canonicalise (Tracking Link)	<input type="checkbox"/>	To non-tracking URL (https://www.)
Misc.		.c?intcid-dr-header	Canonicalise (Tracking Link)	<input type="checkbox"/>	To non-tracking URL (https://www.)
Misc.		.co.uk/faq/vanncd	Improve	<input type="checkbox"/>	Pages offer support for existing customers though they could be viewed as low quality, aim to improve the overall quality of the page.
Misc.		.co.uk/faq/home	Improve	<input type="checkbox"/>	Pages offer support for existing customers though they could be viewed as low quality, aim to improve the overall quality of the page.
Misc.		.co.uk/faq/payment	Improve	<input type="checkbox"/>	Pages offer support for existing customers though they could be viewed as low quality, aim to improve the overall quality of the page.
Misc.		.co.uk/faq/score	Improve	<input type="checkbox"/>	Pages offer support for existing customers though they could be viewed as low quality, aim to improve the overall quality of the page.
Misc.		.co.uk/faq/blackbox	Improve	<input type="checkbox"/>	Pages offer support for existing customers though they could be viewed as low quality, aim to improve the overall quality of the page.
Misc.		.co.uk/faq/blackboxncd	Improve	<input type="checkbox"/>	Pages offer support for existing customers though they could be viewed as low quality, aim to improve the overall quality of the page.
Misc.		.co.uk/faq	Improve	<input type="checkbox"/>	Pages offer support for existing customers though they could be viewed as low quality, aim to improve the overall quality of the page.
Misc.		.co.uk/faq/van	Improve	<input type="checkbox"/>	Pages offer support for existing customers though they could be viewed as low quality, aim to improve the overall quality of the page.
Misc.		.co.uk/royalmail	Noindex	<input type="checkbox"/>	
Misc.		.co.uk/iam	Noindex	<input type="checkbox"/>	
Misc.		.co.uk/benefex	Noindex	<input type="checkbox"/>	
Misc.		.co.uk/help/general-motoring/drivi	Redirect	<input type="checkbox"/>	Page contains is low-quality and is driven by branded clicks which will be recycled into the site - redirect to the most relevant page. Also ensure the inlinks are updated.

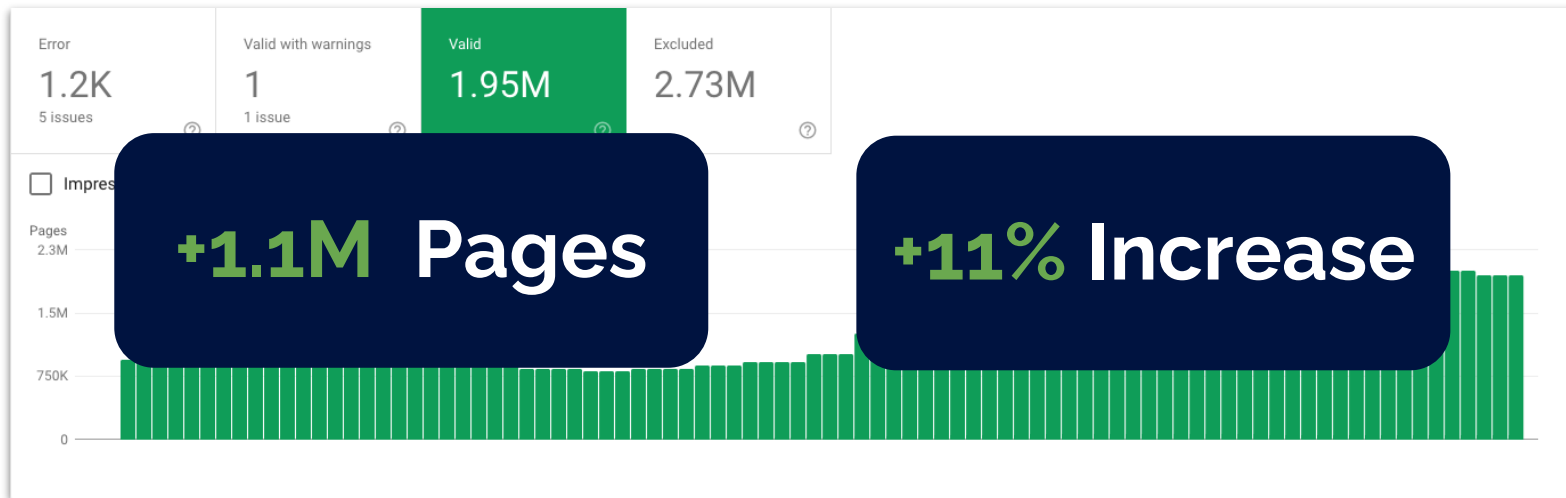
**Does this actually
work? 🤔**

A quick case study



- Online marketplace which allowed you to hire tradespeople
- They had very, very, very granular location pages
- The site also featured numerous low quality pages
- We culled/redirected and improved these pages

Indexation significantly improved!



Learning 1: Less is more with indexation


- Regularly review your content
- Make sure your content is of high quality

Lesson 2: Rebuild page templates

**Sites love to create
templates to quickly
push pages live 📄✍️**

Category Template

Computing



(Image credit: Gerdandorf / Shutterstock)

Welcome to TechRadar's computing channel. Here, you'll find all the latest news, reviews, guides and more for anything computer related. We're not just talking about laptops and PCs (although we have loads of content on them), but also MacBooks, Chrometooks, peripherals (such as mice and keyboards) and the software they run.

The computing landscape is constantly and rapidly changing, which can be both exciting and baffling. An increasing number of us are either working from home or embracing hybrid ways of working, which means picking the [best laptop](#) for your needs is essential. Meanwhile, the rise of [AI chatbots](#) (AI) chatbots, such as [Claude](#) and Google Bard, has given us a tantalising glimpse of what the future of tech holds.

There's never been a more exciting time in computing, so let us help you make sense of it all.

EXPLORE COMPUTING

CLOUD COMPUTING	COMPUTING BUYING GUIDES	
COMPUTING COMPONENTS	COMPUTING DEALS	
COMPUTING HOW TO'S	COMPUTING NEWS	
COMPUTING REVIEWS	COMPUTING SECURITY	DESKTOP PCs
GAMING COMPUTERS	INTERNET	LAPTOPS
PERIPHERALS & ACCESSORIES	SOFTWARE	

LATEST ABOUT COMPUTING Grid List

WEBSITES & APPS

Past Wordle answers – every solution so far, by date

By Marc McLaren last updated about 3 hours ago.

Knowing past Wordle answers can help with today's game. Here's the full list so far.

SIGN ME UP

By submitting your information you agree to the Terms & Conditions and Privacy Policy on our page. It is secure.

Site24x7

Is your monitoring data siloed across different platforms?

Try Site24x7 for free

Article Template

The best cell phone deals for February 2024

Deals By Alex Whitelock | Contributions from Mark Knapp last updated February 15, 2024

Kick off the new year with a bargain on a new device



You'll find all of this week's best cell phone deals neatly lined up and laid out right here on this page. We've included everything here from the cheapest prices on unlocked devices to all the top big-carrier promotions and it's a great time to check in too. Not only do we have some superb cell phone deals on iPhones but the latest Samsung Galaxy S24 range is for grabs with massive trade-in rebates of up to \$1,000 off.

Generally speaking, you'll find cell phone deals coming in two forms - first as an outright sale on an unlocked device, and secondly as part of a carrier-plan tie-in. The latter can be a bit tricky, involving new cell phone plans and also trade-ins on old devices, but the savings can be absolutely huge if you're eligible. We've also seen many carriers throw in freebies alongside their deals recently as an extra incentive to sign up for those plans.

Which type of cell phone deal should you go for? Well, that will depend on your personal needs. If you're looking for the latest flagship device and an unlimited plan to pair it up with then you'll find great options at carriers like Verizon and AT&T. If you're looking for maximum flexibility or long-term savings, then it's generally better to consider either buying a device unlocked and then weighing up your plan options separately. This isn't a bad idea since there are a number of great prepaid plans on the market right now and there are often bring-your-own-device savings at the major carriers, too.

Note, all of the devices featured on our list have been personally reviewed by the staff here at TechRadar. They're all fantastic picks in their own right and you won't find any sub-par choices included. If you'd like to find out which is best for you we'd recommend checking our updated guide to the best phones for 2024.

CELL PHONE DEALS: QUICK LINKS



Jump to the section that's relevant for you:

1. Carrier phone deals
2. Unlocked phone deals
3. Specific pages for more phone deals
4. Phone deal tips

Author Profile Template



Alex Whitelock in en

Deals Editor

Alex is deals editor at TechRadar. With over three years of experience on-site and eight years working in e-commerce, Alex has made it his personal mission to share all his favorite tips, bargains, and deals with our readers here at TechRadar. At work, he specializes in computing, phones, and covering huge sales events like Black Friday and Amazon Prime Day. Outside of work, you'll find him indulging his keen love of photography and PC gaming, or down at the local climbing gym hanging off boulders far too difficult for his abilities. His editorial bylines also include contributions to T3 and GamesRadar.

ARTICLES BY: ALEX WHITELOCK



Bargain alert: get a 256GB Google Pixel 8 with a pair of Pixel Buds Pro for just £669

By Alex Whitelock published 1 day ago
Amazon's just posted one of the best Google Pixel 8 deals we've seen yet - including an almost free pair of buds and a storage upgrade.



Fujifilm X100VI preorders: where to buy and the latest delivery estimates

By Alex Whitelock last updated about 21 hours ago
Looking for a Fujifilm X100VI? You're not alone - preorders on this excellent compact camera are extremely popular.



Last chance! Curry's TV deals are ending today - 4K TVs starting at just £229 ahead of the Super Bowl

By Alex Whitelock published January 30, 2024



Hubpages Template

ATHLETIC APPAREL
Shop the latest styles for your workout

Men's top
Men's bottoms
Men's jackets & sweatshirts
Men's socks & underwear
Men's Accessories
Men's footwear

Women's top
Women's bottoms
Women's jackets & sweatshirts
Women's socks & underwear
Women's Accessories
Women's footwear

Kids' top
Kids' bottoms
Kids' jackets & sweatshirts
Kids' socks & underwear
Kids' Accessories
Kids' footwear

PLP Template

Department
Sports & Outdoors
Long Sleeves
Fitness
Outdoor Recreation
Sports
Sports & Outdoor Clothing

New Arrivals
Last Month
Last 3 Months

Business Type
 Small Business

Global Store
 Amazon Global Store

Amazon Prime
 prime

Eligible for free delivery
 Free UK Delivery by Amazon
FREE Delivery on orders over £10 for books or over £25 for other categories shipped by Amazon

Delivery Day
 Get it Tomorrow

Featured Brands

1-12 of 216 results for Long Sleeves

Under Armour Mens Tech 2.0 Quarter Zip T-Shirt
4.6 ★★★★★ - 3,179
200+ bought in past month
£29⁹⁵ RRP: £34.00
prime
FREE delivery Sun, 3 Mar
Or fastest delivery Tomorrow, 1 Mar

Under Armour Mens ColdGear® Fitted Mock T-Shirt
4.8 ★★★★★ - 2,704
£36⁹⁹ RRP: £49.00
FREE delivery Sat, 2 Mar
Or fastest delivery Tomorrow, 1 Mar

PDP Template

Back to results

Visit the Under Armour Store

Under Armour Mens Tech 2.0 Quarter Zip T-Shirt
4.6 ★★★★★ - 3,179 ratings | Search this page
200+ bought in past month

-12% £29⁹⁵
RRP: £34.00 (p)

FREE Returns -
Available at a lower price from other sellers that may not offer free Prime delivery.

Size: L
Colour: Black/Charcoal

Size chart -

Product details

Material composition	100% Synthetic
Care instructions	Machine Wash
Closure type	Zipper
Neck style	High Neck
Country of origin	Vietnam

About this item

- Modern Running Wear - This warm up jacket for men features long sleeves, a half zip and snug fit, all to ensure comfort and style during workouts.

Yes, I want a free trial with **FREE Premium Delivery** on this order. [amazonprime](#)

Delivery Pickup

£29⁹⁵
FREE Returns -
FREE delivery **Sunday, 3 March**.
Details

Or fastest delivery **Tomorrow, 1 March**. Order within 9 hrs 43 mins. Details

Delivering to Slough SL2 - Update location

In stock

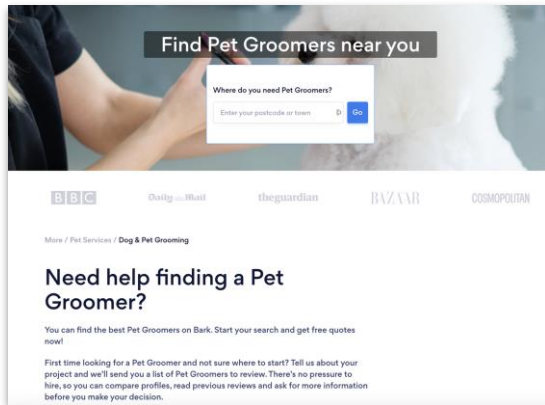
Quantity: 1

Add to Basket
Buy Now

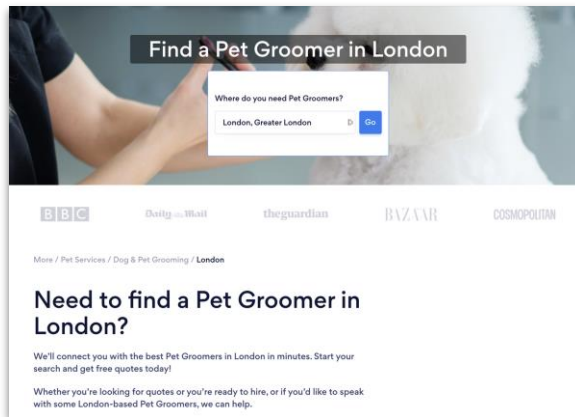
Dispatches from Amazon
Sold by Amazon
Returns Returnable within 30 days of receipt
Packaging Ships in product packaging



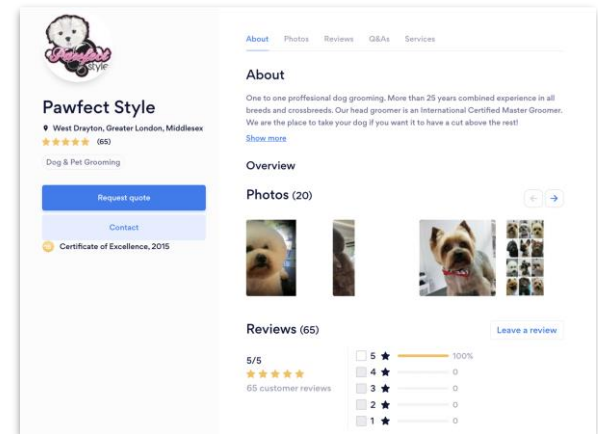
Category Template



Category + Location Template



Profile Template



When optimising...

Changes to one page:

Good 👍





**Inflicting change on
scale:**

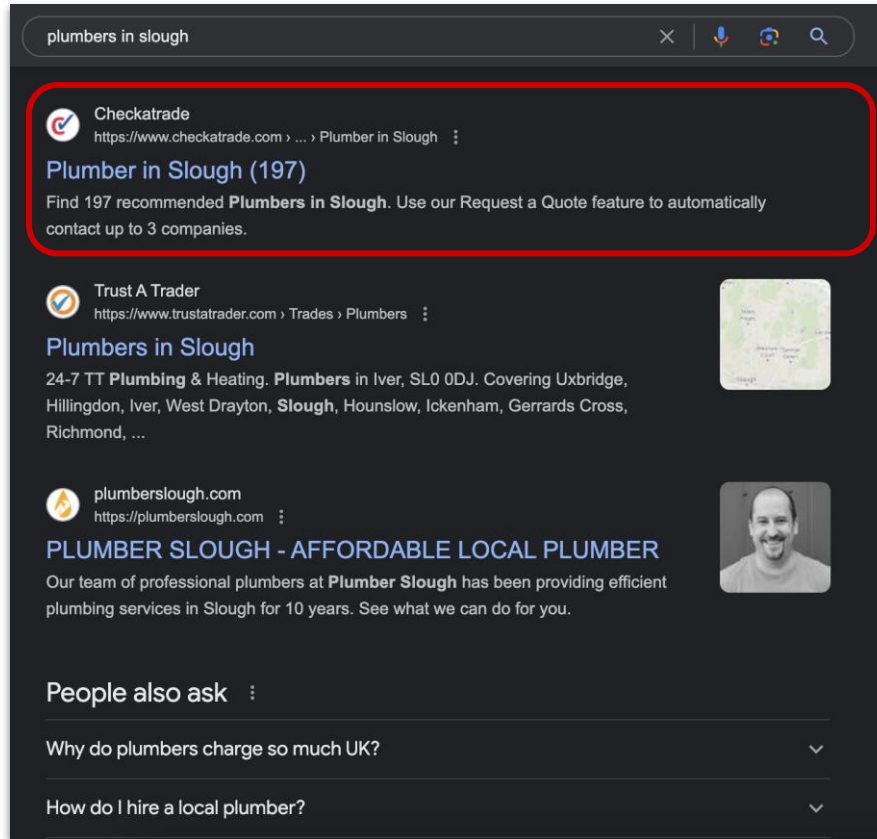
Better 👍 👍 👍



**Developers will also be
overjoyed**

How? 🤔

1. Search for your primary term



The screenshot shows a search engine results page for the query "plumbers in slough". The search bar at the top contains the text "plumbers in slough". The first result is from Checkatrade, which is highlighted with a red rounded rectangle. This result includes the URL "https://www.checkatrade.com", the title "Plumber in Slough (197)", and a description: "Find 197 recommended Plumbers in Slough. Use our Request a Quote feature to automatically contact up to 3 companies." Below this are two other results. The second is from Trust A Trader, with the title "Plumbers in Slough" and a description: "24-7 TT Plumbing & Heating. Plumbers in Iver, SL0 0DJ. Covering Uxbridge, Hillingdon, Iver, West Drayton, Slough, Hounslow, Ickenham, Gerrards Cross, Richmond, ...". To the right of this result is a small map. The third result is from plumberslough.com, with the title "PLUMBER SLOUGH - AFFORDABLE LOCAL PLUMBER" and a description: "Our team of professional plumbers at Plumber Slough has been providing efficient plumbing services in Slough for 10 years. See what we can do for you." To the right of this result is a small profile picture of a man. At the bottom of the page, there is a section titled "People also ask" with two questions: "Why do plumbers charge so much UK?" and "How do I hire a local plumber?", each with a downward arrow indicating a dropdown menu.

plumbers in slough

Checkatrade
https://www.checkatrade.com › ... › Plumber in Slough

Plumber in Slough (197)
Find 197 recommended Plumbers in Slough. Use our Request a Quote feature to automatically contact up to 3 companies.

Trust A Trader
https://www.trustatrader.com › Trades › Plumbers

Plumbers in Slough
24-7 TT Plumbing & Heating. Plumbers in Iver, SL0 0DJ. Covering Uxbridge, Hillingdon, Iver, West Drayton, Slough, Hounslow, Ickenham, Gerrards Cross, Richmond, ...

plumberslough.com
https://plumberslough.com

PLUMBER SLOUGH - AFFORDABLE LOCAL PLUMBER
Our team of professional plumbers at Plumber Slough has been providing efficient plumbing services in Slough for 10 years. See what we can do for you.

People also ask

Why do plumbers charge so much UK?

How do I hire a local plumber?

2. Compare your competitor's page vs your own

The screenshot shows the Checkatrade website interface. At the top, there is a navigation bar with the Checkatrade logo, 'Homeowner' and 'Trades' tabs, a 'Trade sign up' button, and a user profile icon. Below this is a search bar with the text 'Find Plumber in Slough', a search button, and a filter button. The main content area displays 'Plumber in Slough (189)' and a section titled 'When would you like the job to start?' with the subtext 'We'll match you with specialist tradespeople'. This section contains five filter options, each with a right-pointing arrow: 'I'm flexible on the start date', 'It's urgent (within 48 hours)', 'Within 2 weeks', 'Within 1 month', and 'I'm budgeting / researching'. At the bottom of this section, there is a small red checkmark icon followed by the text 'Our members are approved and guaranteed - Claim up to £1,000 - T&Cs apply'.

- User journey CTAs

2. Compare your competitor's page vs your own

Our members are approved and guaranteed - Claim up to £1,000 - T&Cs apply


Guaranteed

0800 Homefix Ltd
9.61 (135 reviews)
Operates in Slough

Services & skills ✓ Plumber ✓ Bathroom & Kitchen Plumbing ✓ Underfloor Heating Installation ✓ Tap Repair ✓ Blocked Baths

Request a quote 07893 903709


Guaranteed

 **Key Maintenance Services Limited**
9.81 (4 reviews)
Operates in Slough

Services & skills ✓ Plumber ✓ Bathroom & Kitchen Plumbing ✓ Blocked Baths ✓ Tap Repair ✓ Power Flushing

Request a quote 01753 987276

Guaranteed

 **Absolute Drainage & Plumbing**
10 (157 reviews)
Operates in Slough

Services & skills ✓ Plumber ✓ Emergency Plumber Service ✓ Blocked Sinks
✓ Water Mains Specialist (Pipe Replacement, Molding and Lead Pipes) ✓ Shower Installation

Request a quote 07488 828902

- User journey CTAs
- 8 profile listings

2. Compare your competitor's page vs your own

Plumbers in Slough

Plumbers are in high demand across the UK. If you're looking for professional plumbers in Slough, you want to make sure that you choose a plumber with the required skills and experience to successfully complete the plumbing work that you need doing.

One of the best ways to do this is by using a Checkatrade-approved plumber in Slough.

Scroll to the top of the page where you will find your search results for Checkatrade-approved plumbers in your local area.

You can also use our simple [request a quote](#) system to get in touch with expert and local plumbers for you.

What do most plumbers charge per hour? ▼

How to find a plumber you can trust? ▼

What does a plumber do? ▼

What to ask a plumber ▼

How to check if a plumber is licensed ▼

Do all plumbers charge a call out fee? ▼

Why hire a plumber instead of doing it yourself? ▼

What is the most common job for a plumber? ▼

What is the average life of plumbing in the home? ▼

- **User journey CTAs**
- **8 profile listings**
- **Informational content & FAQs**

3. Consider the ordering of elements

The logo for Checkatrade, featuring the word "Checkatrade" in a sans-serif font. The "Check" part is red and the "atrade" part is blue. A blue checkmark is integrated into the letter "a".

Page Layout
Headings + user CTA
Profile listings
Informational content
FAQs

VS


The logo for bark, featuring a stylized blue icon of a dog's head to the left of the word "bark" in a bold, lowercase sans-serif font.


Page Layout
Heading + intro text
How it works
Profile listings
Local reviews
Linking blocks

4. Think about the design

Checkatrade

bark


 Guaranteed




Key Maintenance Services Limited
9.81 (4 reviews)
Operates in Slough

Services & skills ✓ Plumber ✓ Bathroom & Kitchen Plumbing ✓ Blocked Baths ✓ Tap Repair ✓ Power Flushing

[Request a quote](#) [01753 987276](tel:01753987276)


 Guaranteed




Absolute Drainage & Plumbing
10 (157 reviews)
Operates in Slough

Services & skills ✓ Plumber ✓ Emergency Plumber Service ✓ Blocked Sinks ✓ Water Mains Specialist (Pipe Replacement, Molding and Lead Pipes) ✓ Shower Installation

[Request a quote](#) [07488 828902](tel:07488828902)


 Guaranteed



Artem Plumbing And Heating Ltd
9.82 (53 reviews)
Operates in Slough

Services & skills ✓ Plumber ✓ General Plumbing ✓ Radiator Installation ✓ Power Flushing ✓ Plumbing Repairs

[Request a quote](#) [07458 180287](tel:07458180287)



Pipe Boss


Slough

★★★★★

Pipe Boss was born 13 years ago by managing member Shane Hattingh in South Africa. During this time we have successfully completed many residential

[Read More](#)

[View Profile](#)



W.t. Bathroom and interior design specialists


Slough

★★★★☆

W.T. ROOFING & BATHROOM SPECIALISTS A qualified team of leading roofing contractors locally based with offices in West London and Surrey. We

[Read More](#)


[View Profile](#)



World Star Recruitment Solution Limited

Slough

★★★★★

 Certificate of Excellence

Security,Travel,Accommodation&Recruitri
World Star Recruitment Solutions are an International recruitment agency with bases in both the UK and in Goa, India.

[Read More](#)

[View Profile](#)

5. Make recommendations based on your findings

- **Increase the number of profile listings from 3 to 8**
- **Move the profile listings higher up the page**
- **Make our profile listings more compact**
- **Include FAQs on our location pages**

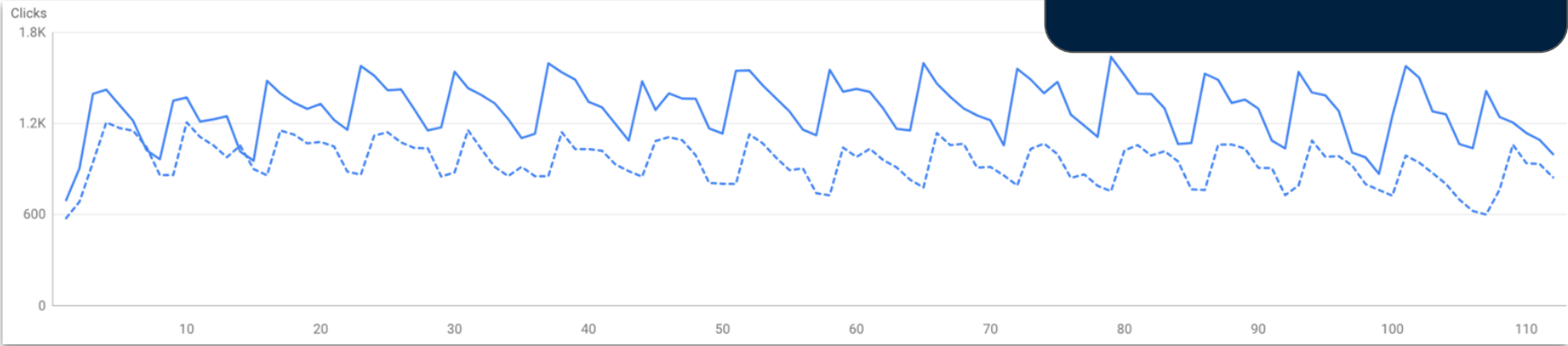
**We did exactly
this with a
mobile mechanic
site...**



What did we see? 🗨️

Sitewide non-branded performance

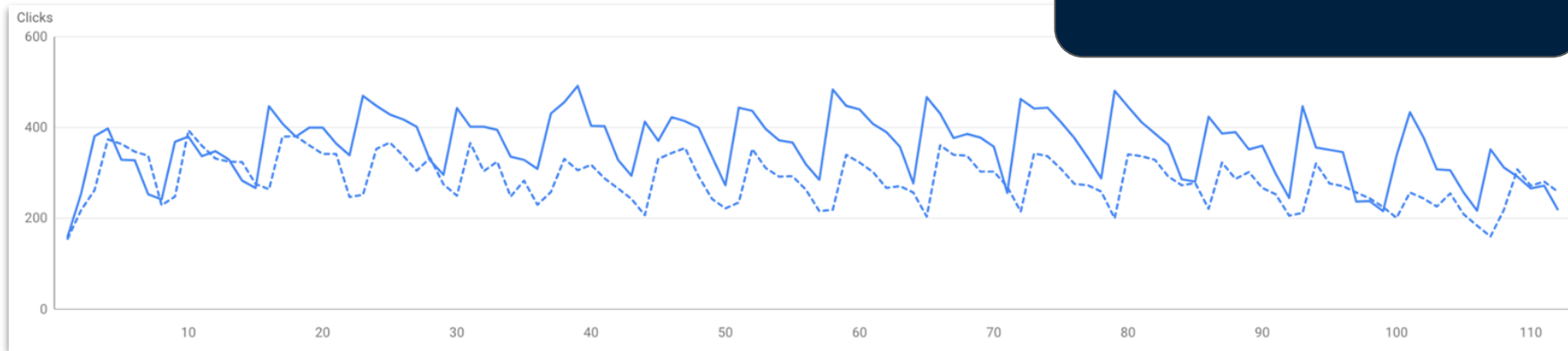
40% Increase



Non-branded sitewide performance January - April 2023 vs 2022

Transactional pages non-branded performance

26% Increase



Non-branded transactional page performance January - April 2023 vs 2022

Learning 2: Rebuild page templates

- **Think wider than single page optimisation**
- **Make meaningful changes across templates**

Lesson 3: Don't overlook technical changes

Google = Lazy



We need good technical health to:

- 1. Condense ranking signals**

- 2. Make it easy for Google to crawl our site**

**Each site will have
their own unique
issues but some
key offenders
include... 🚔**

Condense Ranking Signals

Secure jobs and grow

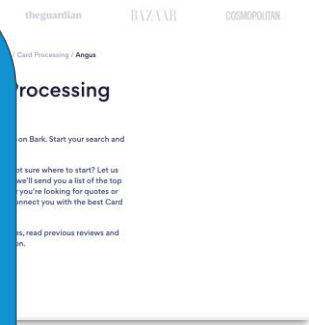
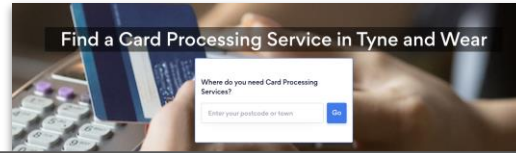
132 issues from 1 page

Mixed ranking signals



1 different countries

Condense Ranking Signals



Mixed ranking signals

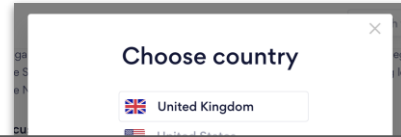
=

117,000 issues (on /gb)



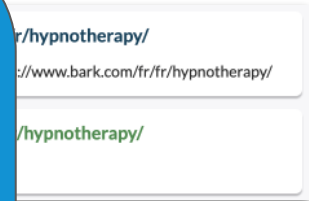
Over 1,000 services

Make it easy to crawl



30,000,000 redirecting
inlinks

Difficult
Crawl

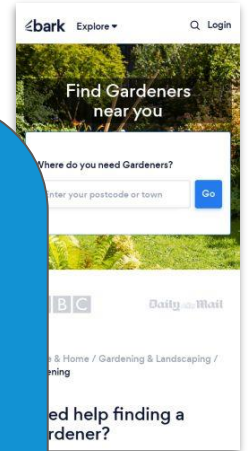
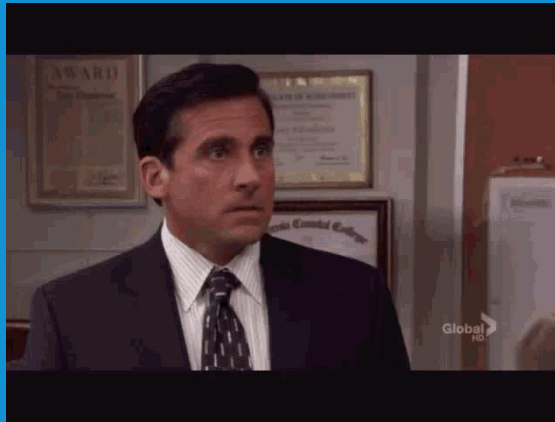


over 3 million
URLs per site

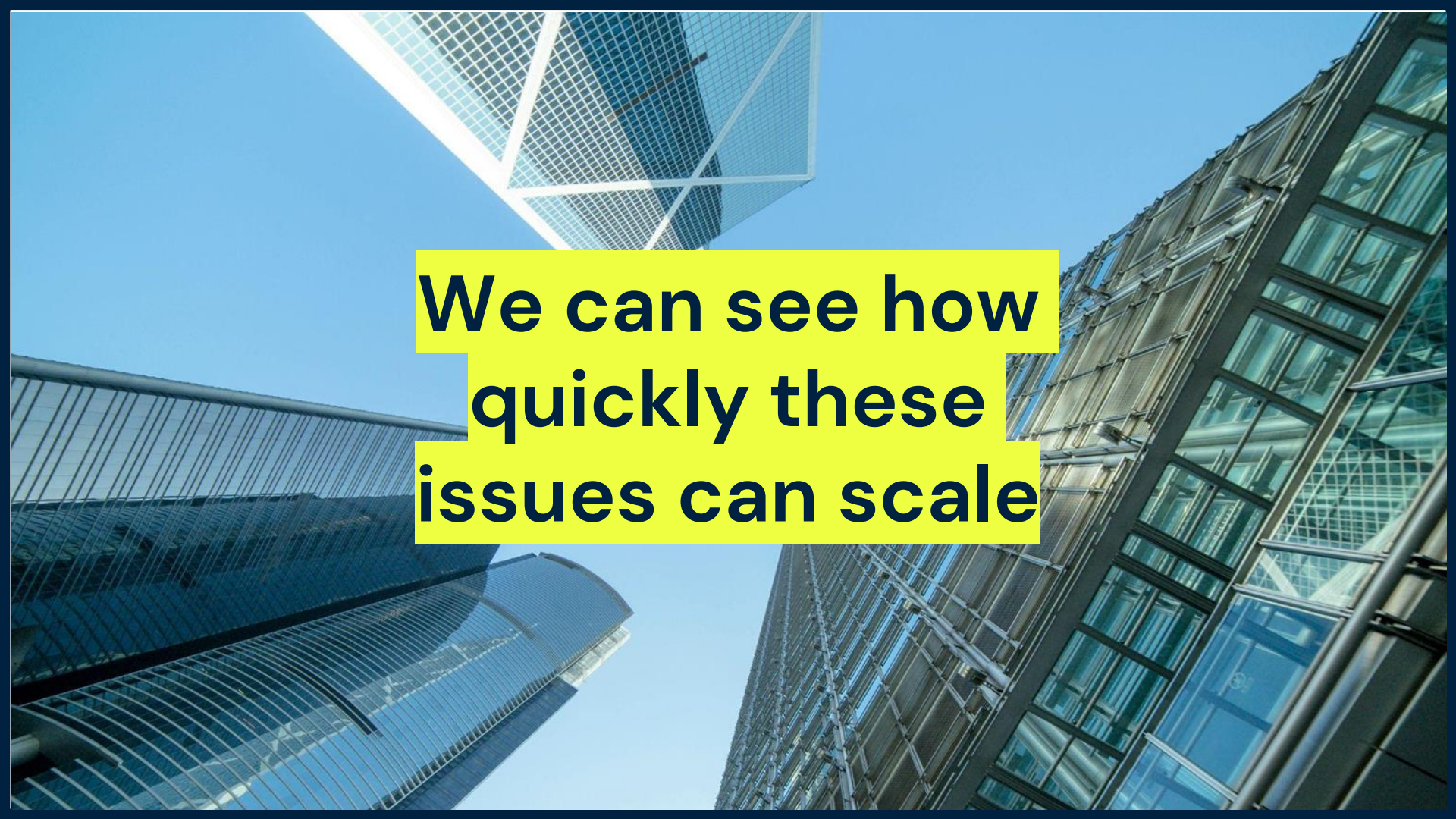
Make it easy to crawl

10,000 important pages
with issues

Difficult
Crawl



Over 1,000
service



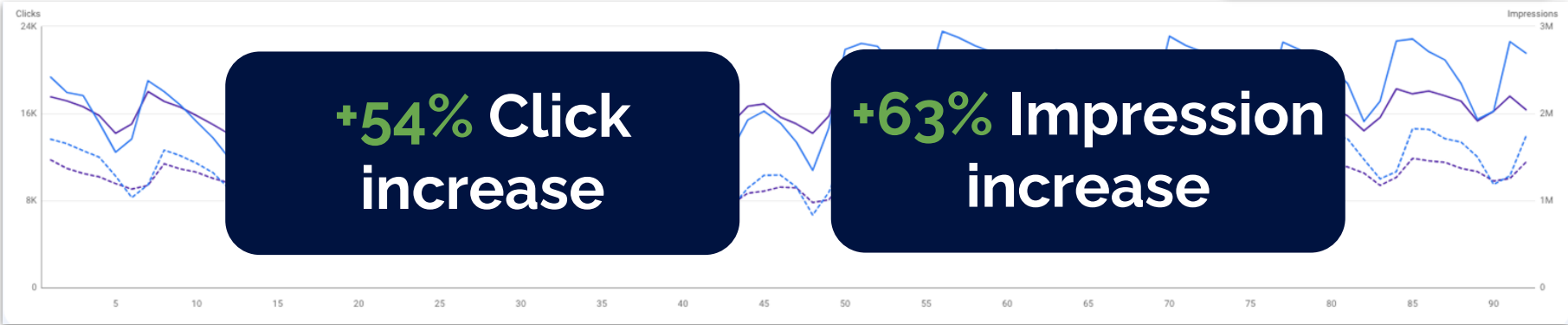
**We can see how
quickly these
issues can scale**

One final case study.. 🙌 🧐

Fixed 4/5 of these issues 
(page speed is still a work in progress )

Sitewide performance

<input checked="" type="checkbox"/> Total clicks	<input checked="" type="checkbox"/> Total impressions
1.59M Last 3 months (2024)	189M Last 3 months (2024)
1.03M Last 3 months (2023)	116M Last 3 months (2023)



Non-branded sitewide performance last 3 months vs previous year

Learning 3: Don't overlook technical fixes

- **Make your site easy to crawl and index**
- **Identify scalable solutions**

To Recap...

Learnings you can apply from marketplace sites

- 1. Manage your indexation and serve high quality pages**
- 2. Identify scalable optimisation opportunities**
- 3. Technical changes at scale are worthwhile**

Thanks for listening!

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@bluearrayseo



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