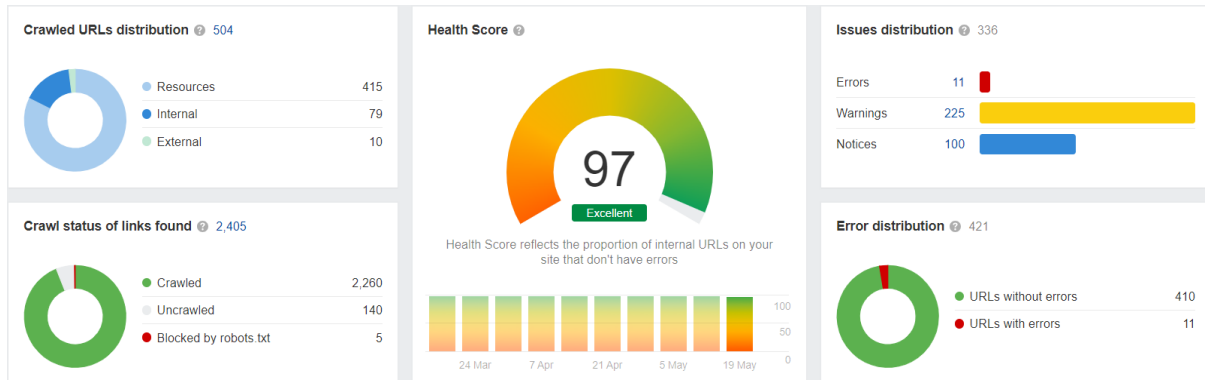


SEO Assessment

Website Health:



Overall is excellent however there are 11 errors (not impacting SEO performance), we will fix them. These type of errors usually are generated by crawler reading error. However we will closer look at them. They are new and so maybe Dora's recent website changes she made.

Issue	Crawled	Change	Added
Orphan page (has no incoming internal links)	5	0	0
3XX redirect in sitemap	3	0	0
Noindex page in sitemap	2	0	0
Image file size too large	1	0	0
Page has no outgoing links	1	1 ▲	1

They are on the pages:

PR	URL	Organic traffic	HTTP status code	Content type	Referenced in sitemaps
8	Refund and Returns Policy - ZING True Health Clinic https://zingtruehealthclinic.com/return-and-refund-policy/	0	200	text/html; charset=utf-8	https://zingtruehealthclinic.com/page-sitemap.xml
1	Group Coaching - ZING True Health Clinic https://zingtruehealthclinic.com/group-coaching-2/	0	200	text/html; charset=utf-8	https://zingtruehealthclinic.com/page-sitemap.xml
1	Dublin Acupuncture Clinic - Prof. Dr. Dora https://zingtruehealthclinic.com/acupuncture-dublin/	0	200	text/html; charset=utf-8	https://zingtruehealthclinic.com/page-sitemap.xml
1	Online Coaching 1:1 - ZING True Health Clinic https://zingtruehealthclinic.com/online-coaching-11/	0	200	text/html; charset=utf-8	https://zingtruehealthclinic.com/page-sitemap.xml
1	Tuina Training Course - ZING True Health Clinic https://zingtruehealthclinic.com/tuina-training-course/	0	200	text/html; charset=utf-8	https://zingtruehealthclinic.com/page-sitemap.xml

And few right hear.


SEO Assessment

All filter results 3 Lost from filter results 0 Lost 0

Changes: Don't show Columns Export

PR	URL	Organic traffic	HTTP status code	Content type	Is in sitemap	Redirect URL
15	301 Moved permanently https://zingtruehealthclinic.com/acupuncture/	0	301	text/html; charset=utf-8	Yes	https://zingtruehealthclinic.com/acupuncture-treatment-and-therapy/
3	301 Moved permanently https://zingtruehealthclinic.com/metabolic-health-bundle/	0	301	text/html; charset=utf-8	Yes	https://zingtruehealthclinic.com/weight-loss-programme-ireland/
1	302 Found https://zingtruehealthclinic.com/checkout/	0	302	text/html; charset=utf-8	Yes	https://zingtruehealthclinic.com/cart/

Website Speed:



Latest Performance Report for: <https://zingtruehealthclinic.com/>

Report generated: Fri, May 24, 2024 1:23 PM +0100
Test Server Location: London, UK
Using: Chrome 117.0.0.0, Lighthouse 11.0.0

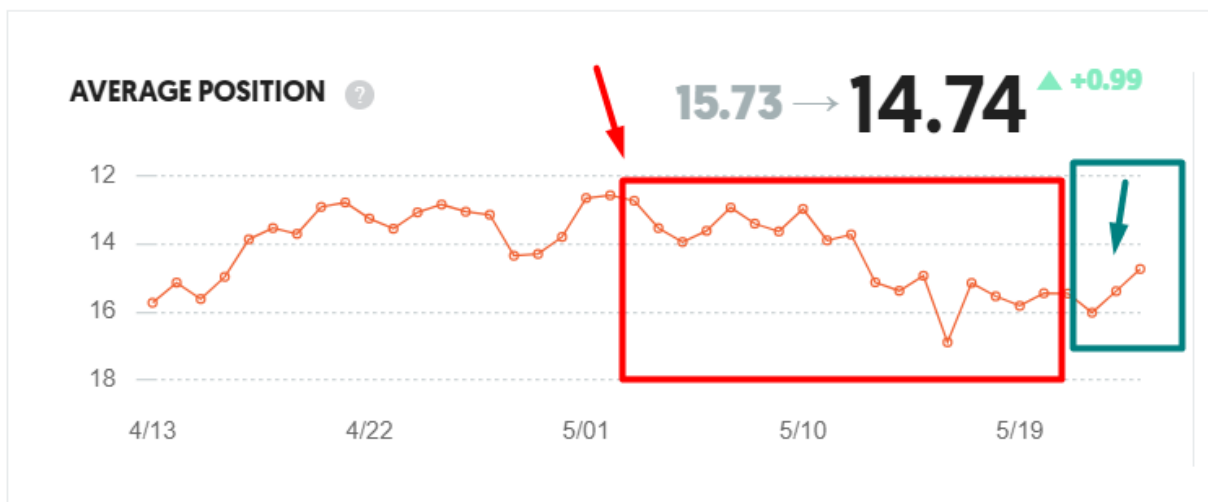
GTmetrix Grade **A**

Performance	100%	Structure	96%	LCP	464ms	TBT	0ms	CLS	0
-------------	------	-----------	-----	-----	-------	-----	-----	-----	---

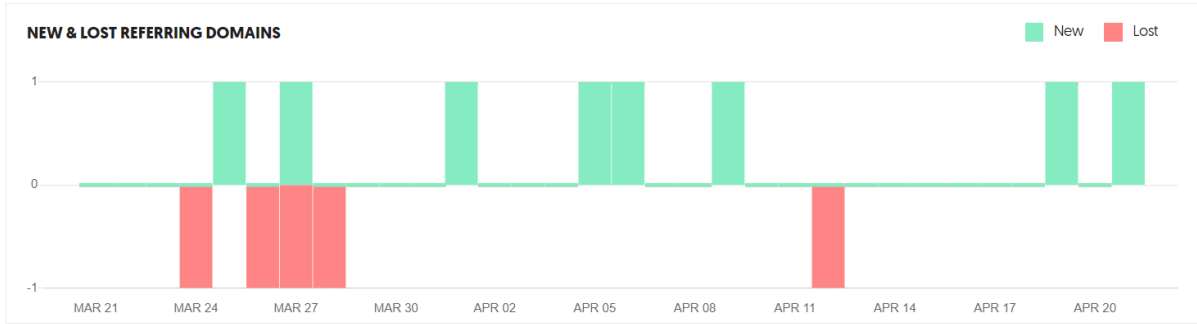
Website speed performance is absolutely perfect.

SEO:

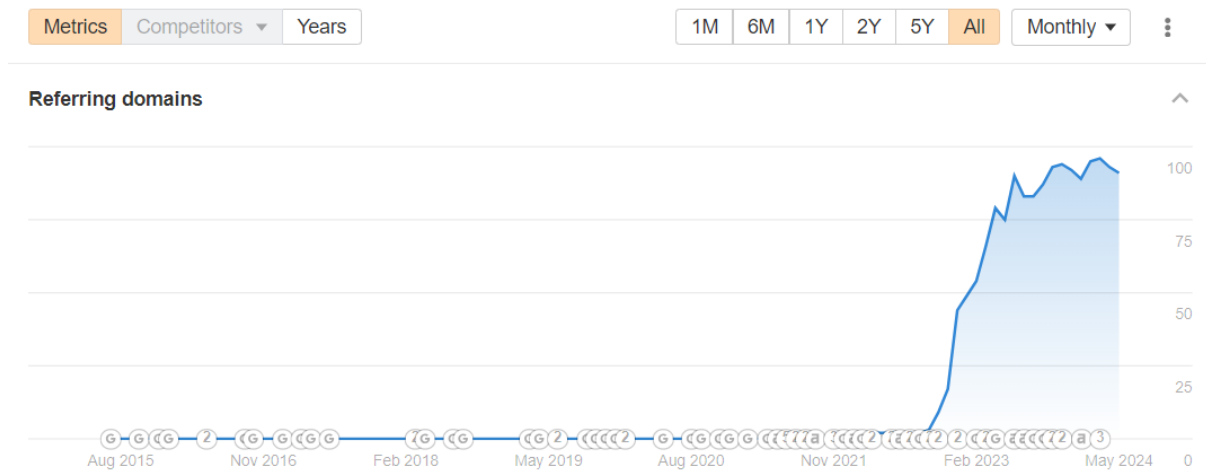
Website had some dropdown in 02.05 on HBOT page but it started coming back. It lost few backlinks but new backlinks were discovered so they will push it back.



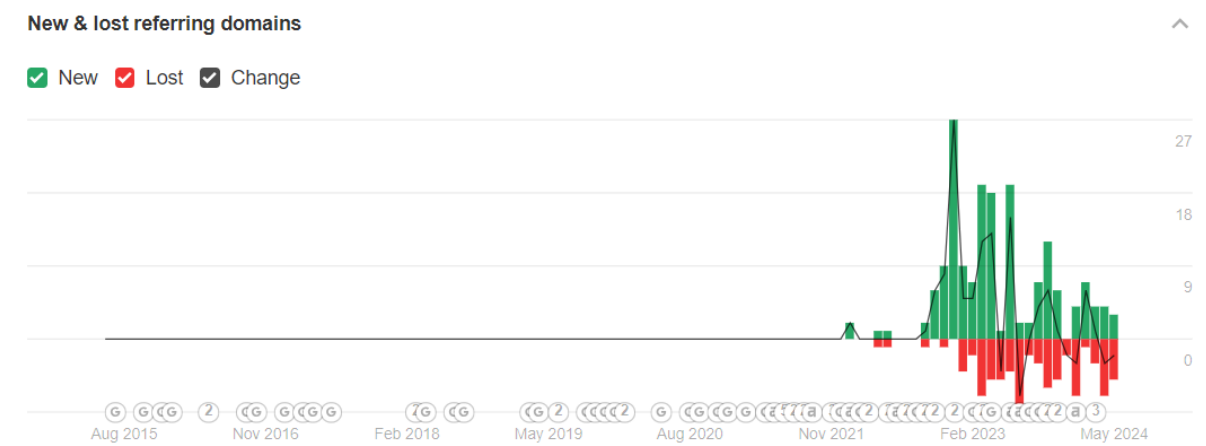
SEO Assessment



Backlinks over time:



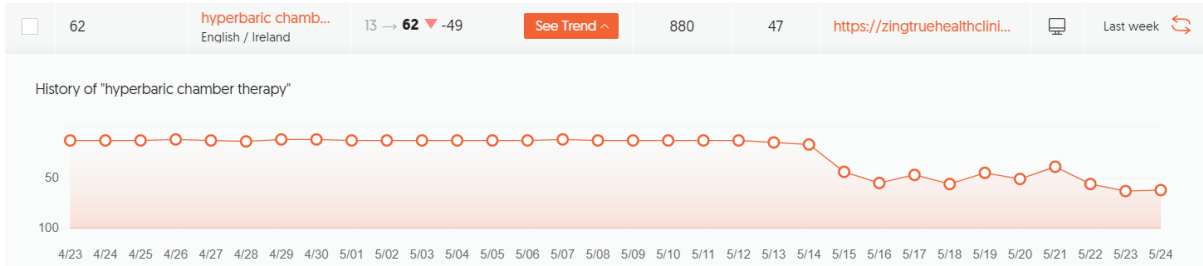
New and lost backlinks over time:



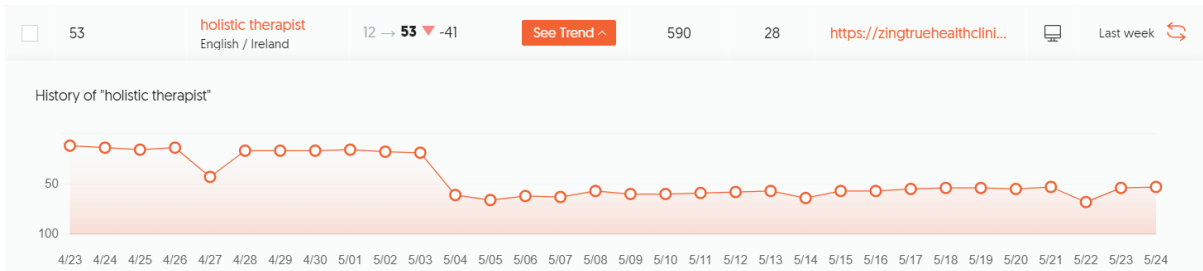
The biggest drops down was as below:

“hyperbaric chamber therapy” in Ireland so it was anyway not local but important because generate extra free traffic and build brand awareness

SEO Assessment



“holistic therapist” also Ireland



You can see more in detailed report.

There are also high jumps up such as:

<input type="checkbox"/>	25	nutritionist English / Ireland	64 → 25 ▲ +39	See Trend v
<input type="checkbox"/>	1	tuina massage irela... English / Ireland	34 → 1 ▲ +33	See Trend v
<input type="checkbox"/>	67	massage in ireland English / Ireland	94 → 67 ▲ +27	See Trend v

More in detailed report.

Ups and downs are quite natural in condition they are monitored, because we can take immediate actions. So no worries.

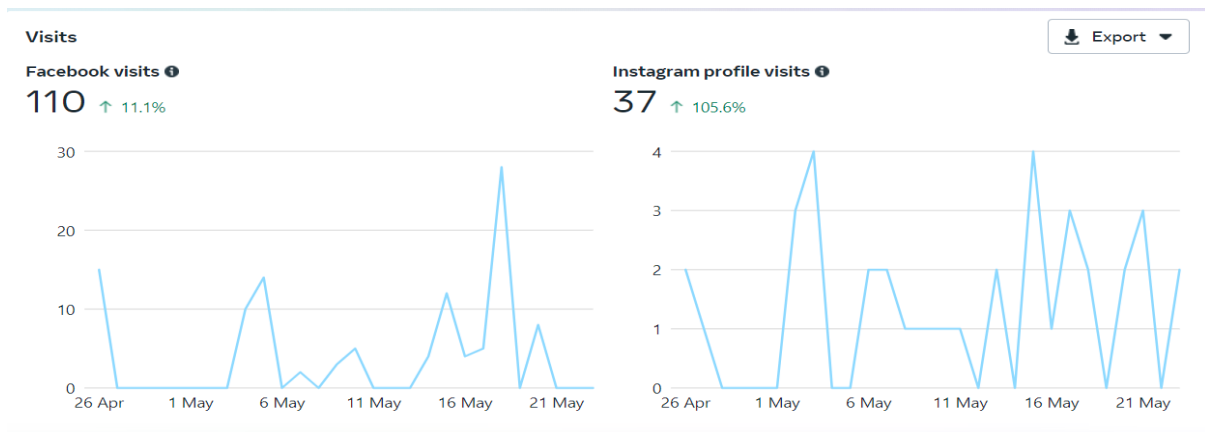
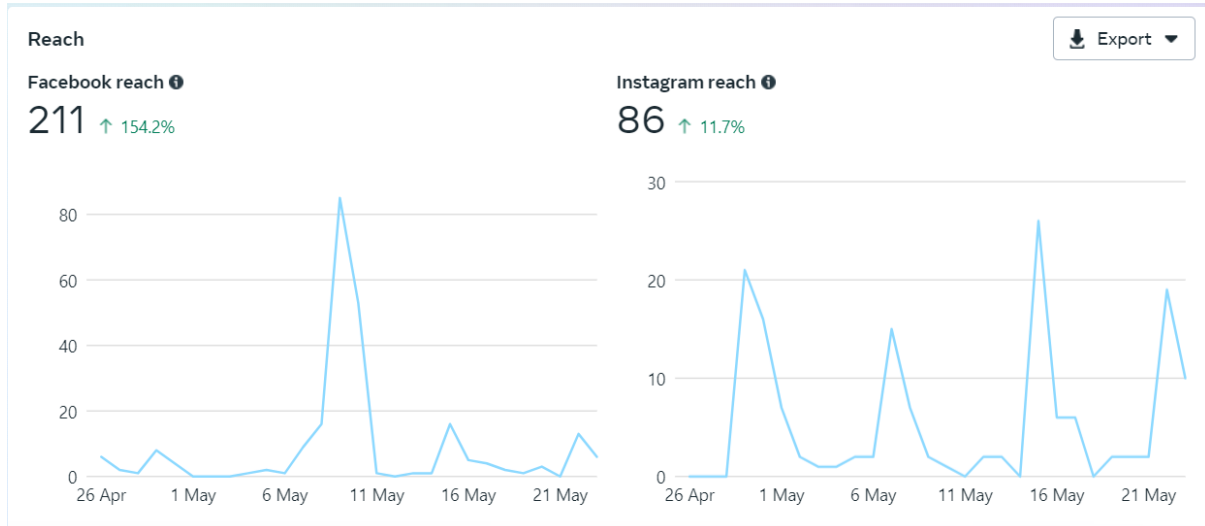
<input type="checkbox"/>	3	functional medicine English / Ireland	6 → 3 ▲ +3	See Trend v
<input type="checkbox"/>	3	functional medicine English / Dublin,County Dublin,Ireland	9 → 3 ▲ +6	See Trend v
<input type="checkbox"/>	3	integrative medicin English / Ireland	5 → 3 ▲ +2	See Trend v
<input type="checkbox"/>	3	integrative medicin English / Dublin,County Dublin,Ireland	5 → 3 ▲ +2	See Trend v

SEO Assessment

Social Media Management

We publish weekly posts on Facebook and Instagram, LinkedIn and GMB.

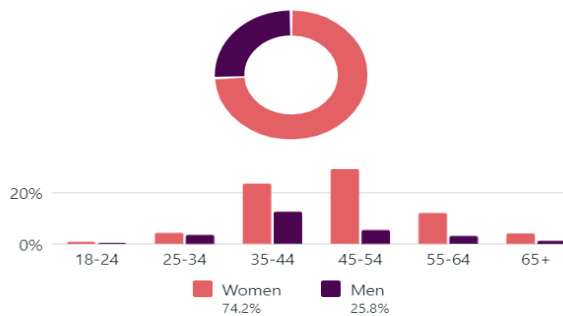
Few detail about social media. Pick are when we publish posts.



Facebook followers

524

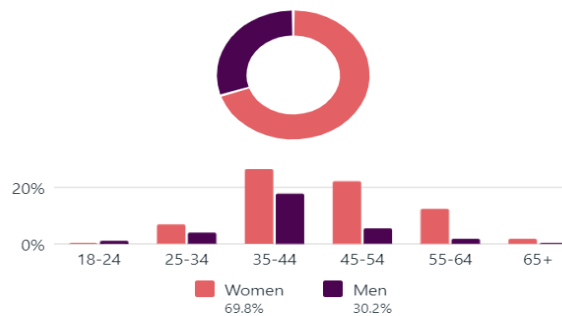
Age & gender



Instagram followers

352

Age & gender

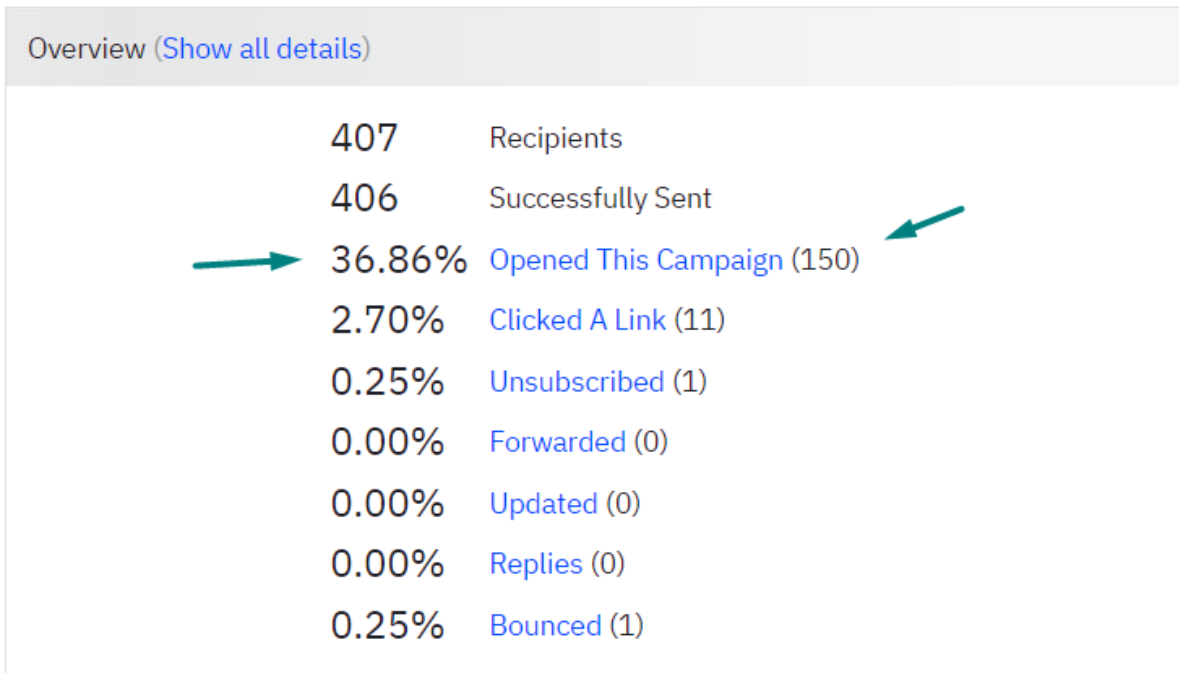


SEO Assessment

Email Marketing

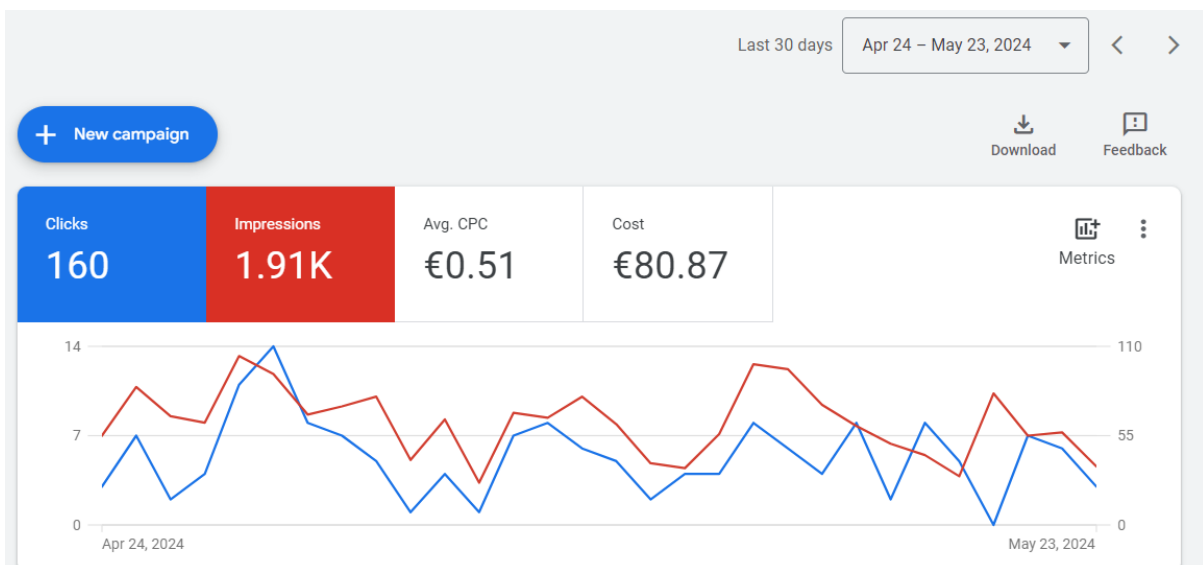
The average open rate for email marketing campaigns varies widely by industry, but it typically ranges between 15% and 25%. Factors such as the relevance of the content, the quality of the subject line, and the frequency of emails can significantly influence this rate. For more specific insights, it's useful to refer to industry-specific benchmarks.

Your emails are opened in 1 day already by 36.86 percent of people.



PPC

Good cost per click hopefully you feel results in clinic.



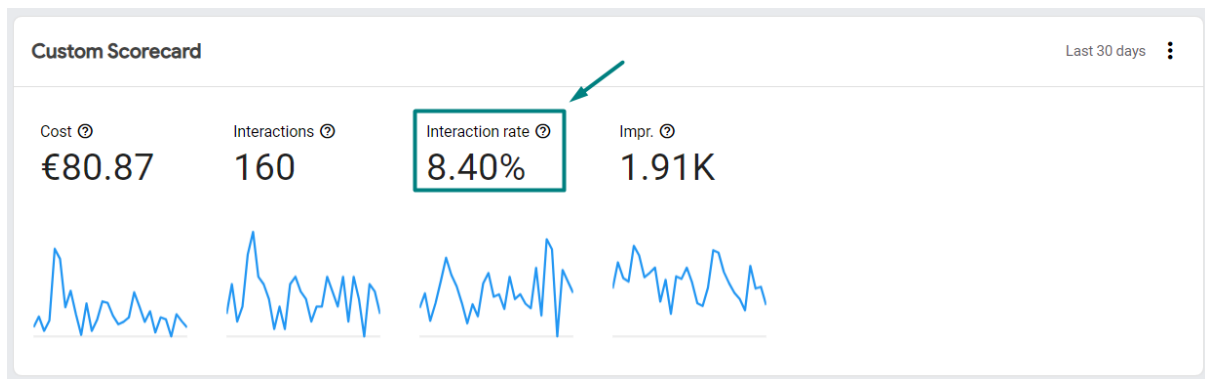
Your Google Ads are above competition in your are (see below)

SEO Assessment

 Add filter

Display URL domain	↓ Impression share	Overlap rate	Position above rate
You	24.44%	–	–
amberoxygen.com	18.76%	14.12%	85.13%
macypan.com	10.74%	11.55%	80.91%
oxyhelp.com	10.15%	12.34%	66.81%
oxyrmed.ie	< 10%	10.29%	59.18%
oxyhealth.ie	< 10%	5.72%	69.72%
liveo2.com	< 10%	6.82%	82.31%

The average CTR (Interaction) for Google Ads should fall somewhere between 3 and 5% – most marketers consider that good. Your is 8,4%.



Performance by device people use

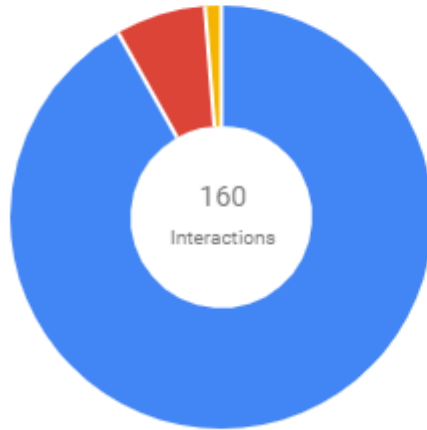
Campaign Performance by Device Last 30 days

Campaign	Other		Computers		Mobile phones		Tablets		TV screens	
	CTR	Clicks	CTR	Clicks	CTR	Clicks	CTR	Clicks	CTR	Clicks
HBOT Campaign	0.00%	0	4.46%	7	8.81%	79	2.94%	1	0.00%	0
Acupuncture Therapy in Kildare	0.00%	0	3.77%	4	9.74%	68	7.69%	1	0.00%	0
Weight Loss	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Total	0.00%	0	4.18%	11	9.22%	147	4.26%	2	0.00%	0

SEO Assessment

Interactions by Device

Last 30 days ⋮



Mobile phones	92%
Computers	7%
Tablets	1%