

Health Score

The website's health score saw a significant improvement from July 16 to November 12, indicating the successful impact of the optimization strategies. Initially, the health score was lower, reflecting issues in technical SEO, page performance, and content quality. However, after applying a series of enhancements such as optimizing the site's code, improving internal linking, and enhancing page load times the health score increased, showcasing a more efficient and user-friendly website. This improvement enhances both the user experience and search engine rankings.



SERPs (Search Engine Results Pages)

The screenshots highlight the ongoing progress of the keyword "movers peoria il" in Google search results over the last six months. The data shows how the keyword has moved through different ranking positions over time, reflecting natural fluctuations as well as steady improvements driven by ongoing SEO efforts. Overall, the trend demonstrates increasing stability and upward movement in rankings, leading to greater visibility and stronger organic performance.

Keyword Ranking Performance



Detailed Keyword Data



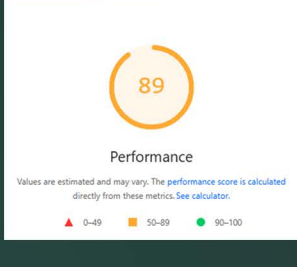
Keyword Ranking Performance

Keyword	Rank	Score	Change	URL	Page Type	Updated
movers peoria il	150	8.51	16	https://movingmountains.com/peoria-il-movers/	SERP	16 Oct 2025
moving company peoria il	40	8.51	3	https://movingmountains.com/peoria-il-moving-companies/	SERP	19 Oct 2025
movers in peoria il	30	8.51	2	https://movingmountains.com/peoria-il-movers/	SERP	23 Oct 2025
peoria moving company	60	8.51	5	https://movingmountains.com/peoria-il-moving-companies/	SERP	20 Oct 2025
movers peoria	50	8.51	4	https://movingmountains.com/peoria-il-movers/	SERP	3 d ago
movers in peoria	80	8.51	8	https://movingmountains.com/peoria-il-movers/	SERP	20 Oct 2025
employees moving company	100	8.51	6	https://movingmountains.com/peoria-il-moving-companies/	SERP	20 Oct 2025
moving companies in peoria	50	8.51	2	https://movingmountains.com/peoria-il-moving-companies/	SERP	21 Oct 2025
moving companies peoria il	100	7.18	8	https://movingmountains.com/peoria-il-moving-companies/	SERP	21 Oct 2025
peoria moving companies	50	8.51	2	https://movingmountains.com/peoria-il-moving-companies/	SERP	8 d ago
movers in decatur il	10	5.48	1	https://movingmountains.com/movers-in-decatur-il/	SERP	1 d ago
movers decatur il	60	5.48	3	https://movingmountains.com/movers-in-decatur-il/	SERP	5 d ago
moving companies decatur il	50	7.07	2	https://movingmountains.com/movers-in-decatur-il/	SERP	5 d ago
peoria movers	80	7.52	2	https://movingmountains.com/peoria-il-movers/	SERP	23 Oct 2025
moving mountains	11K	0.13	0	https://movingmountains.com/	SERP	3 d ago
moving company for seniors	200	3.37	1	https://movingmountains.com/service-senior-moving/	SERP	19 h ago

Desktop Speed

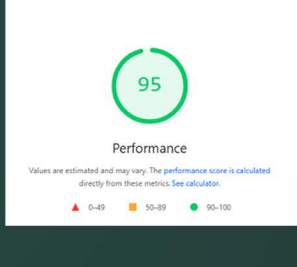
Before Optimization (July 15, 2025): Desktop Speed Performance

The July 15, 2025 PageSpeed Insights report shows a performance score of 89, indicating that the site had room for improvement in loading speed and user experience. Key issues, such as the first contentful paint and largest contentful paint, could have slowed the page down, leading to a suboptimal experience for users.



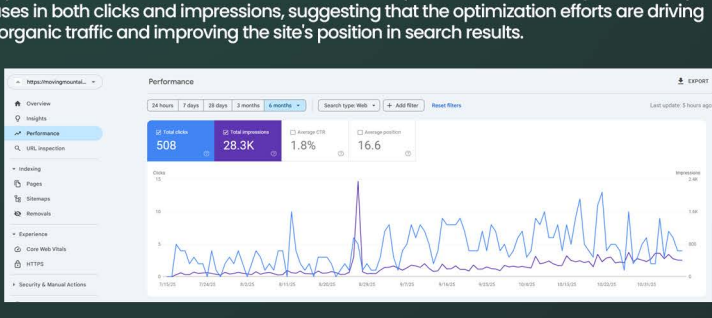
After Optimization (September 9, 2025) : Desktop Speed Performance

After the optimizations, the September 9, 2025 PageSpeed Insights report shows a performance score of 95, with notable improvements in first contentful paint and largest contentful paint. These changes resulted in faster load times and an improved overall user experience, which are crucial for both user satisfaction and SEO.



GSC Performance – Last 6 Months

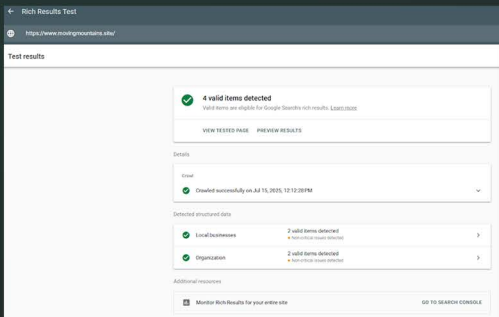
The GSC performance graph provides insights into the website's performance over the last 6 months, showing the number of clicks, impressions, and average position in search results. Initially, the site had noticeable fluctuations in impressions and clicks, with the average position showing inconsistent trends. These fluctuations may indicate periods of low SEO performance or content visibility. However, the trend over time demonstrates improved search visibility, with steady increases in both clicks and impressions, suggesting that the optimization efforts are driving more organic traffic and improving the site's position in search results.



Rich Result Text

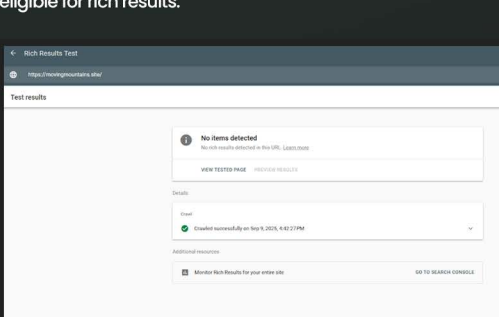
Before Optimization (July 15, 2025):

The screenshot from July 15, 2025, highlights that issues were detected in the structured data. This could have resulted in the website not being eligible for rich snippets or other enhanced search features in Google, limiting its visibility in search results.



After Optimization (September 9, 2025):

After optimizing the site's structured data, the screenshot from September 9, 2025, shows that no items were detected in the Rich Results Test. While this may seem negative, it signifies that there were no errors or issues with the structured data, meaning the schema is now clean, correctly implemented, and eligible for rich results.



Key Improvements

Category	Before Optimization	After Optimization
SERPs	Fluctuating keyword rankings.	Improved ranking and higher visibility.
Health Score	Lower health score with technical issues.	Higher health score with improved SEO.
Desktop Speed	Performance score of 89, slow load times.	Performance score of 95, faster load times.
Rich Results	Issues detected in structured data.	No errors, schema correctly implemented.
GSC Performance (Clicks & Impressions)	Fluctuating clicks and impressions.	Increased clicks and impressions.