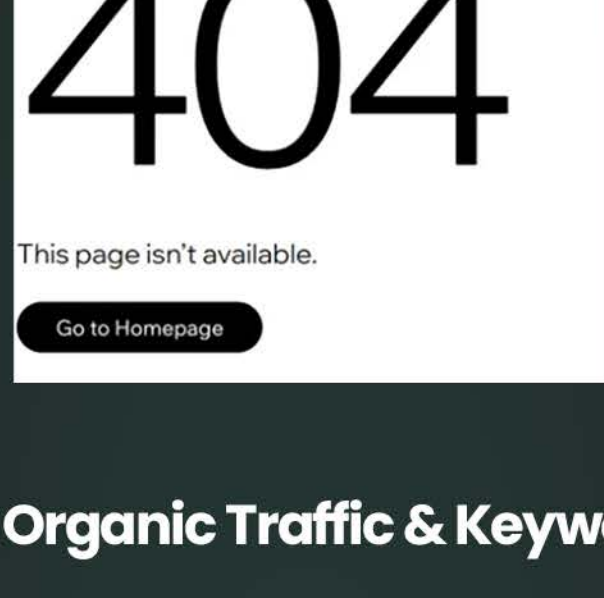


## Health Score

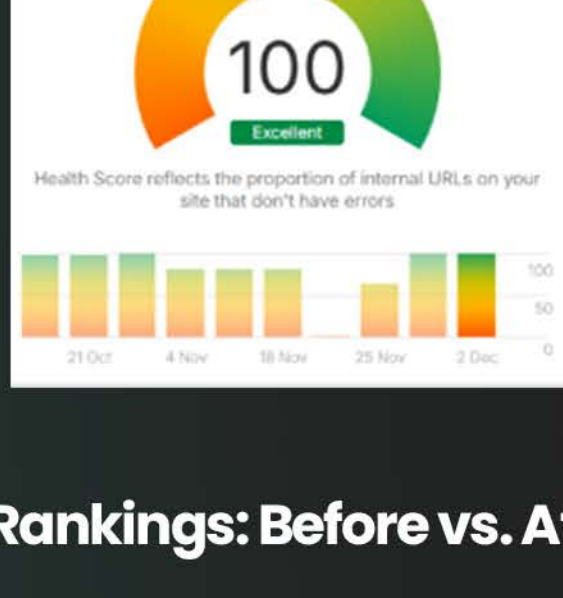
### Before: Impact of 404 Error Page

The 404 Page Not Found error negatively affected the site's health score, indicating broken links and poor internal URL functionality, which hindered both user experience and SEO performance.



### After: Health Score of 100

After fixing the 404 errors and optimizing internal URLs, the health score improved to a perfect 100, reflecting a stable and error-free site that enhances both crawlability and SEO rankings.



## Organic Traffic & Keyword Rankings: Before vs. After

### Before Optimization (15 August 2025)

#### Organic Traffic:

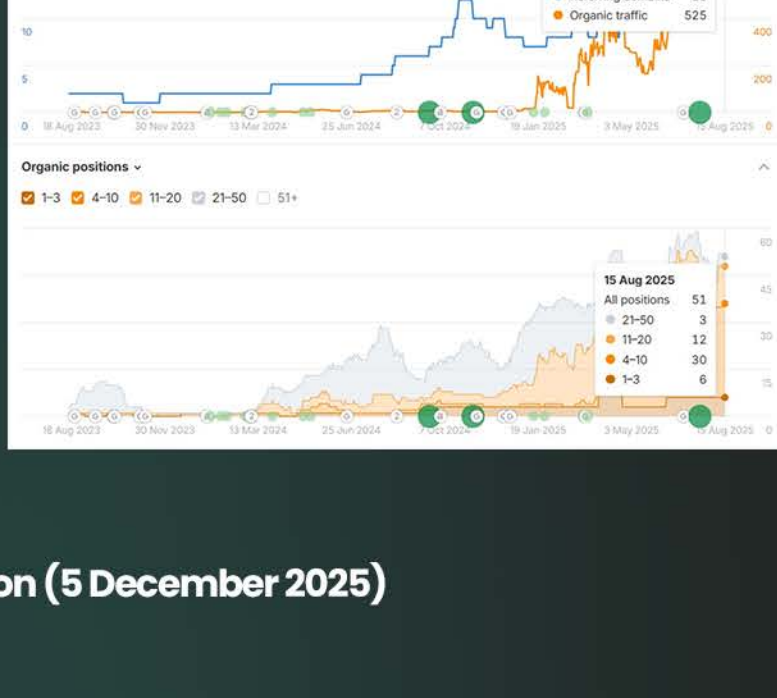
The website had 525 organic visitors, indicating limited visibility and engagement from search engines.

#### Referring Domains:

The site had 18 referring domains, which was relatively low and suggested limited external backlinks and authority.

#### Keyword Rankings:

- Top 1-3 positions:** Only 6 keywords ranked in the top 1-3 positions, indicating low visibility for high-value keywords.
- Top 4-10 positions:** 30 keywords were ranked in the top 4-10, showing some progress, but still leaving many high-value terms lower in rankings.
- Other positions (Top 11-50 and beyond):** A significant portion of the site's keywords were ranked in positions 11-50 or lower, with many falling outside the top 50, limiting overall search visibility.



### After Optimization (5 December 2025)

#### Organic Traffic:

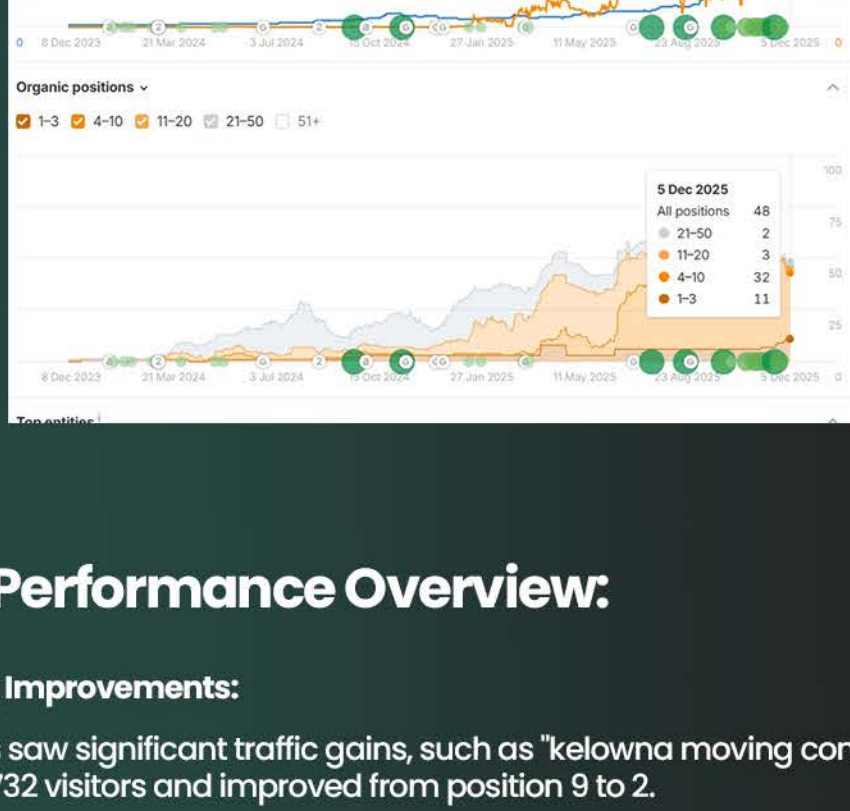
The website saw a remarkable increase in organic traffic, reaching 2,808 visitors, reflecting a dramatic surge in its search engine performance and user engagement.

#### Referring Domains:

The number of referring domains increased significantly to 170, highlighting the site's improved authority and stronger backlink profile.

#### Keyword Rankings:

- Top 1-3 positions:** The website now ranks 11 keywords in the top 1-3 positions, representing an improvement in visibility for highly competitive keywords.
- Top 4-10 positions:** 32 keywords are now ranked in the top 4-10 positions, showing further optimization success and improving visibility for secondary keywords.
- Other positions (Top 11-50 and beyond):** The site's keywords are now more concentrated within the top 50, with fewer keywords ranking lower, reflecting better overall performance in search rankings.



## Keyword Performance Overview:

#### Traffic & Ranking Improvements:

Several keywords saw significant traffic gains, such as "kelowna moving companies", which gained +1,732 visitors and improved from position 9 to 2.

#### Keyword Rankings:

Notable position shifts:

- "kelowna moving companies": From 9 to 2
- "moving companies kelowna": From 11 to 4
- "kelowna moving company": From 10 to 2
- "west kelowna movers": From 7 to 3

These jumps show the success of SEO optimizations in boosting visibility for key keywords.

#### High-Volume Keywords:

Keywords like "moving companies kelowna" (6.1K volume, KD 18) and "Kelowna moving companies" (3.8K volume, KD 13) are competitive but drive significant traffic.

#### New Keyword Opportunities:

The keyword "office relocation service" (KD 2, volume 50) presents a low-competition opportunity for targeting a niche market.

#### CPC & Paid Traffic:

Low CPC values for most keywords suggest these terms are cost-effective for PPC campaigns.

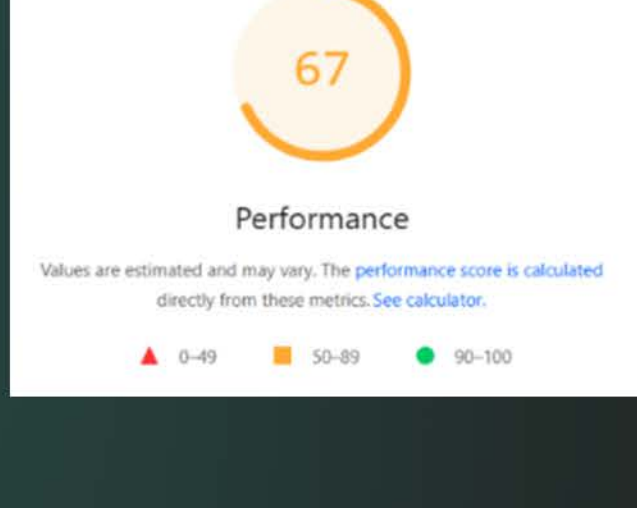
Keyword	Entities	SF	Volume	KD	CPC	Traffic	Change	Paid	Position	Change	URL	Updated
kelowna moving companies	Kelowna	6	3.8K	18	3.69	1,949	+1,732	0	9 → 2	+3	https://peakmovers.ca/.../kelowna-moving-companies	2 d ago
moving companies kelowna	Kelowna	3	6.1K	18	3.89	628	+520	0	11 → 4	+7	https://peakmovers.ca/.../moving-companies-kelowna	1 d ago
kelowna moving company	Kelowna	5	150	15	3.17	51	+47	0	10 → 2	+8	https://peakmovers.ca/.../kelowna-moving-company	9 d ago
moving company kelowna	Kelowna	3	150	15	3.17	16	+12	0	12 → 5	+7	https://peakmovers.ca/.../moving-company-kelowna	20 Nov 2025
movers kelowna	Kelowna	4	200	22	3.54	15	+10	0	12 → 5	+7	https://peakmovers.ca/.../movers-kelowna	18 Nov 2025
kelowna moving companies	Kelowna	4	100	10	4.60	14	+12	0	11 → 3	+8	https://peakmovers.ca/.../kelowna-moving-companies	13 d ago
movers in kelowna	Kelowna	3	100	10	3.12	8	+6	0	12 → 6	+6	https://peakmovers.ca/.../movers-in-kelowna	17 Nov 2025
moving companies in kelowna	Kelowna	3	70	15	2.80	8	+5	0	9 → 4	+5	https://peakmovers.ca/.../moving-companies-in-kelowna	19 Nov 2025
west kelowna movers	West Kelowna	4	70	15	2.97	8	+4	0	7 → 3	+4	https://peakmovers.ca/.../west-kelowna-movers	13 d ago
office relocation service	New	3	50	2	10.00	7	+7	0	→ -3	New	https://peakmovers.ca/.../office-relocation-service	4 d ago

## Desktop Speed Performance: Before vs. After Optimization

### Before Optimization:

Performance Score: 67

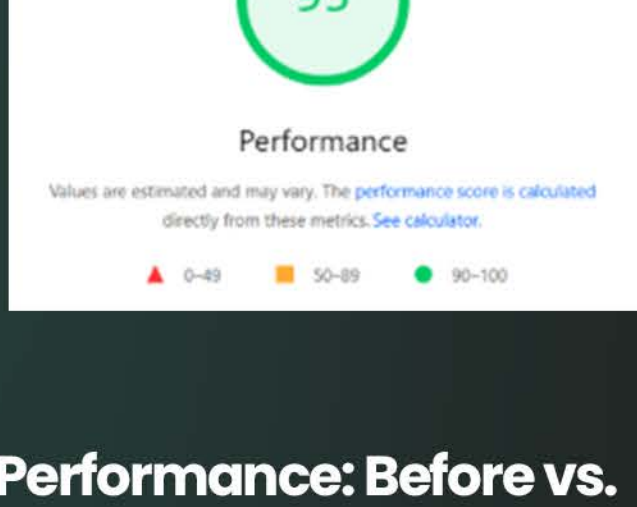
The website's desktop speed was rated as fair, with potential room for improvement. A score of 67 falls within the 50-89 range, which indicates moderate performance.



### After Optimization:

Performance Score: 95

After optimization, the website's desktop performance improved significantly to a 95, placing it in the 90-100 range, which is considered excellent. This indicates a faster and more efficient user experience. The optimization efforts led to a strong improvement in desktop speed, enhancing overall site performance and providing a better user experience. The move from 67 to 95 highlights the effectiveness of the technical optimizations.

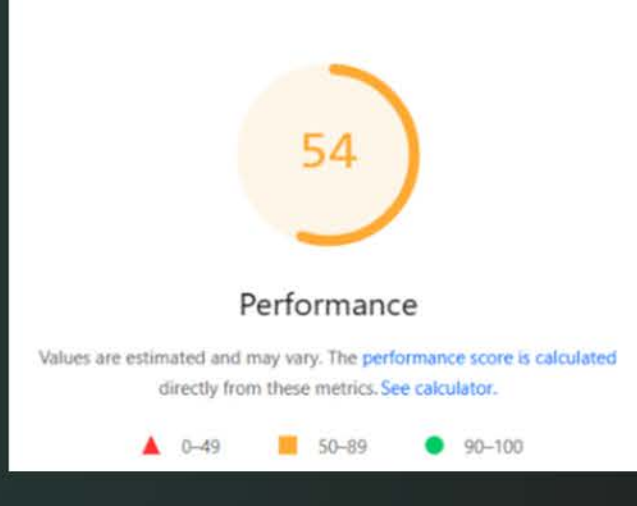


## Mobile Speed Performance: Before vs. After Optimization

### Before Optimization:

Performance Score: 54

The website's mobile speed was rated as poor, with a score of 54 falling in the 50-89 range. This indicates a slow mobile experience and potential issues affecting performance.



### After Optimization:

Performance Score: 96

After the optimization, the mobile performance improved to an excellent score of 96, falling within the 90-100 range. This reflects a fast mobile experience, which is crucial for user retention and search engine rankings. The mobile speed optimization resulted in a significant improvement in performance, boosting the score from 54 to 96, ensuring that the site now offers a much faster mobile experience for users.

