

This report highlights the impact of recent website optimization and SEO enhancements. Through technical improvements, structured data implementation, and on-site optimization, the website has achieved stronger overall health, improved search visibility, and enhanced eligibility for rich search results. The before-and-after performance metrics demonstrate measurable gains across site health, keyword rankings, user engagement, and structured data validation, laying a solid foundation for sustained organic growth and stronger search performance.

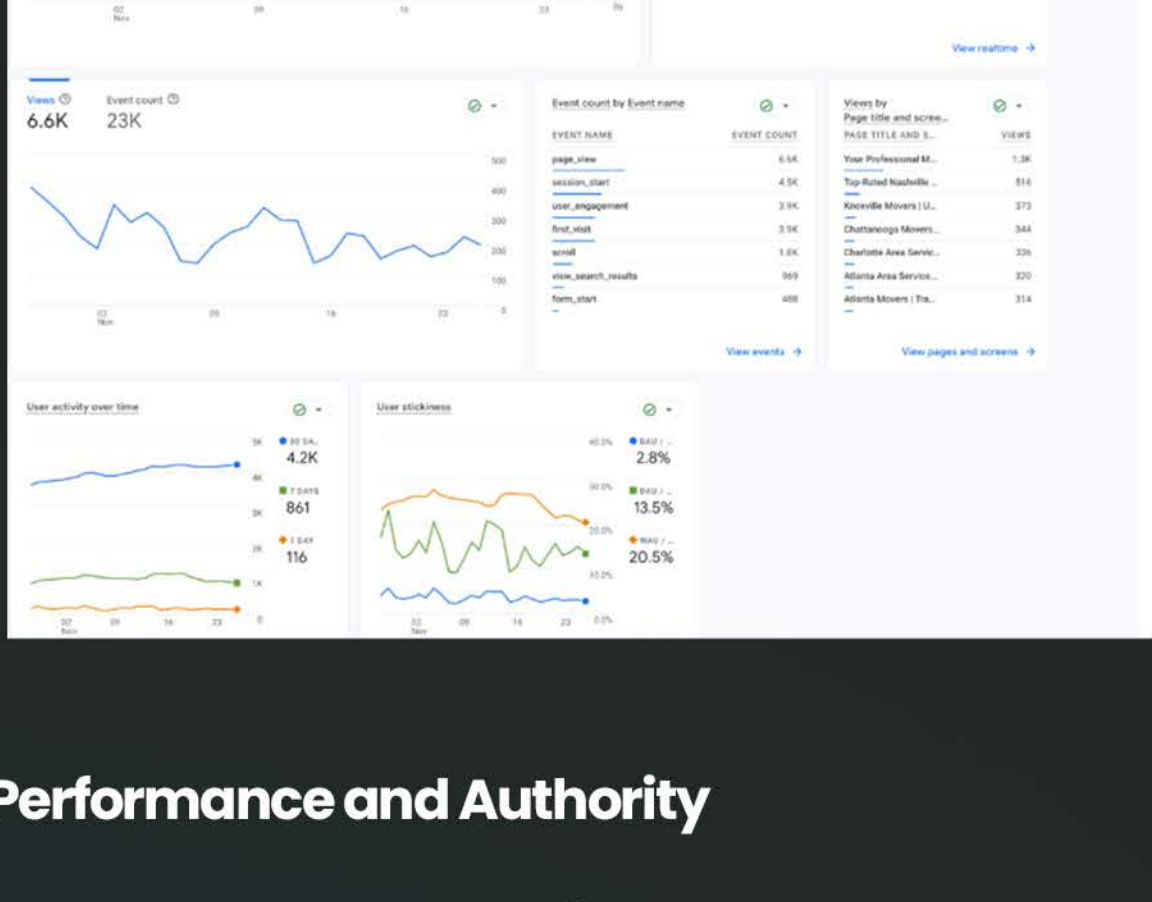
Health Score

Prior to optimization, the website had a Health Score of 79 ("Good"), with some internal URL errors. After optimization, the score increased to 98 ("Excellent"), reflecting a significant reduction in errors and improved overall performance.



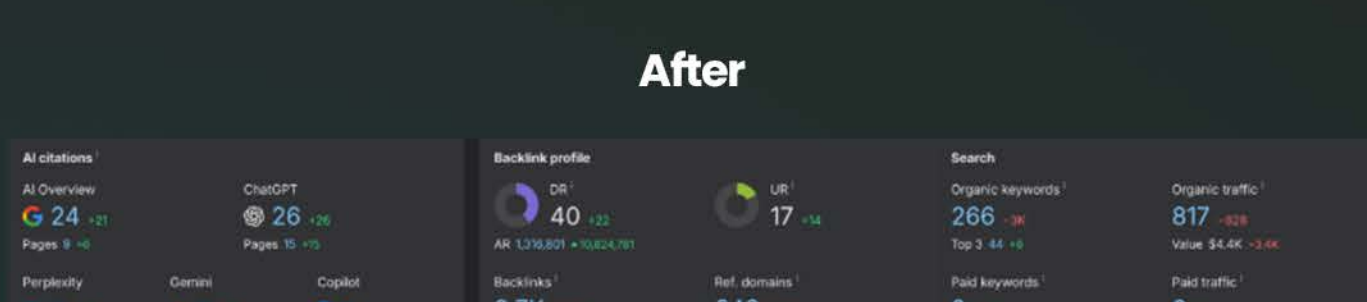
GA4

User engagement and on-site activity have improved, indicating stronger interaction and more relevant content. Visitors are spending more time on the site, engaging more consistently, and continuing to visit key pages. Active user levels remain stable, and overall behavior reflects healthier engagement following recent optimization efforts.

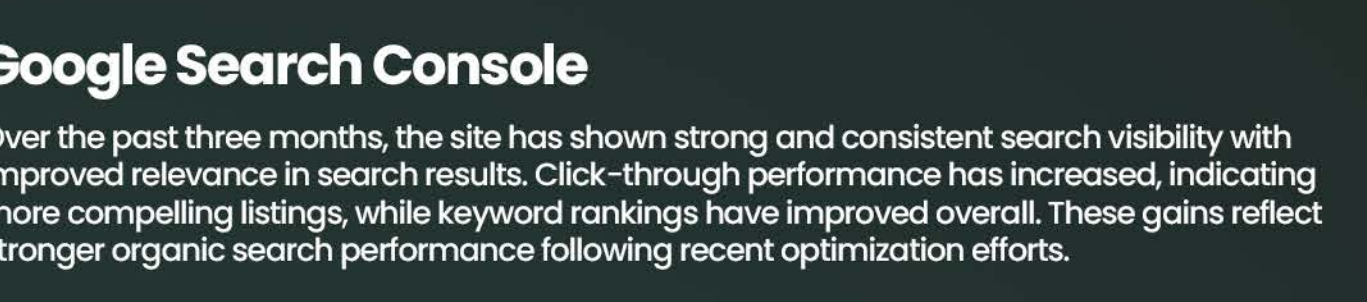


SEO Performance and Authority

Before

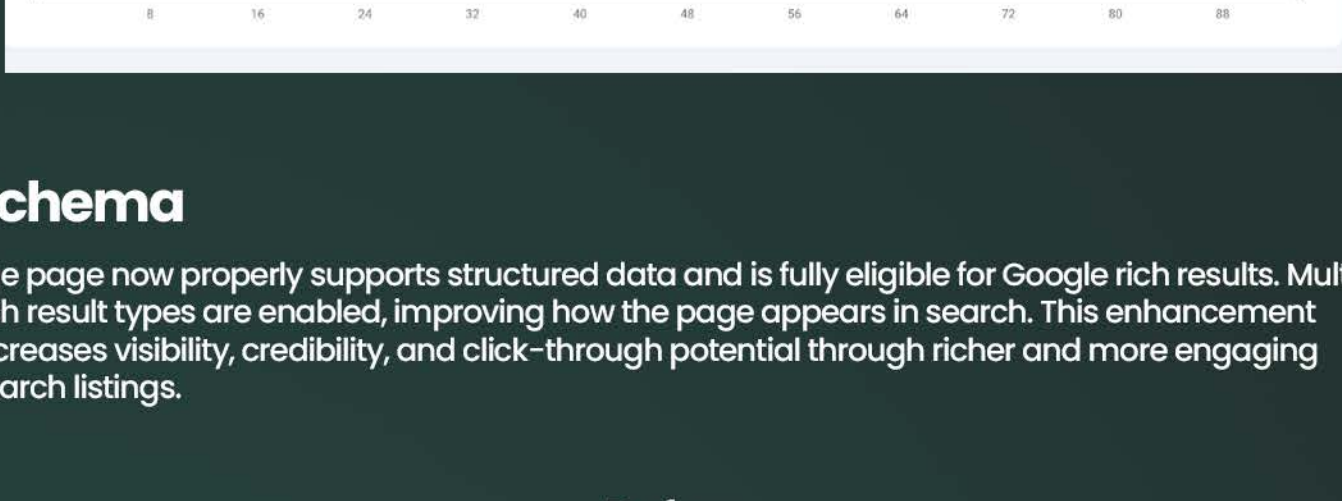


After



Google Search Console

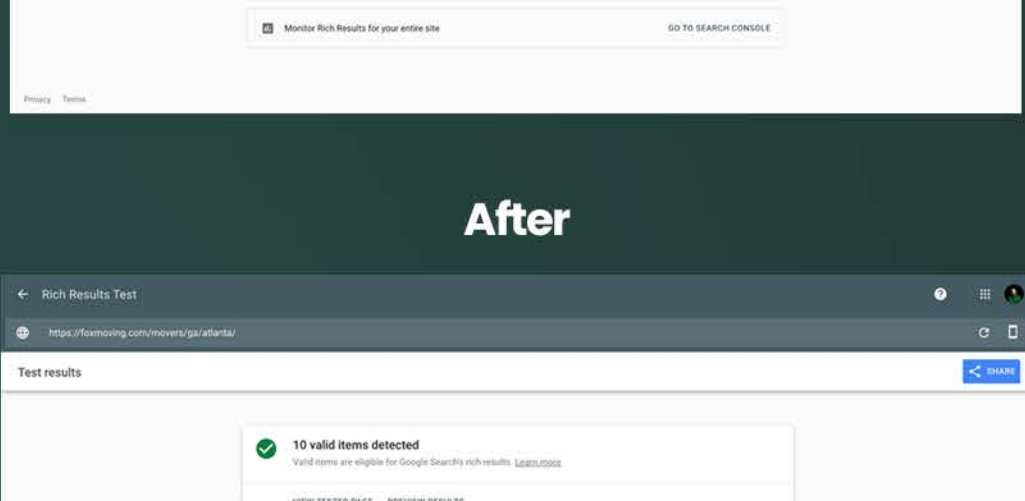
Over the past three months, the site has shown strong and consistent search visibility with improved relevance in search results. Click-through performance has increased, indicating more compelling listings, while keyword rankings have improved overall. These gains reflect stronger organic search performance following recent optimization efforts.



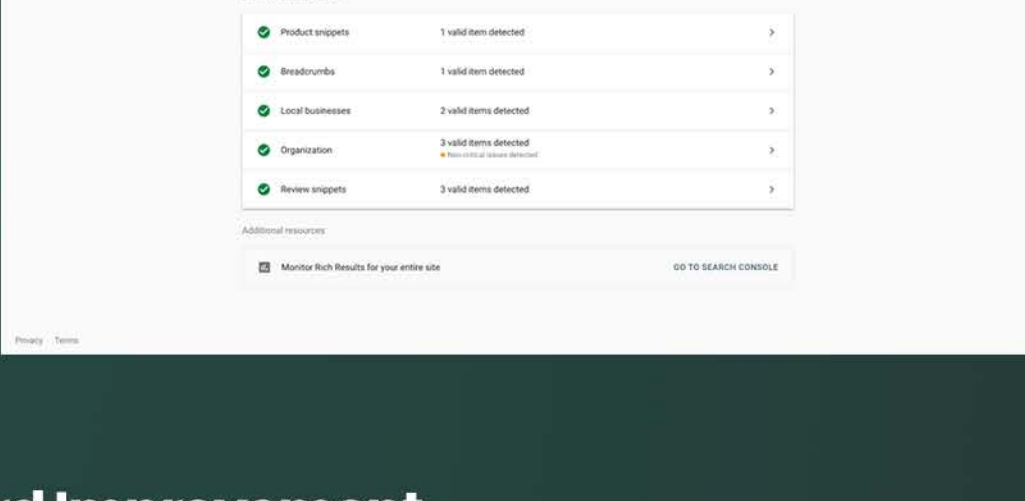
Schema

The page now properly supports structured data and is fully eligible for Google rich results. Multiple rich result types are enabled, improving how the page appears in search. This enhancement increases visibility, credibility, and click-through potential through richer and more engaging search listings.

Before



After



Keyword Improvement

The page highlights strong SEO progress, with key keywords like "fox moving" and "fox moving company" improving in rankings and driving more traffic. New keywords are also gaining traction, further extending the site's reach. Despite minor losses, the overall trend indicates continued growth and effective SEO performance.

