# Hartley's Bakery

1 September 2026 to 30 September 2026

THE PERIOD AT A GLANCE

**+40%**
more clicks from Google

**£4,310**
in sales from search engines

**4 of 5**
searches we track are on Google's first page

**42%**
of AI assistants' answers name Hartley's Bakery

## A note from Northlight Digital

Thanks for the photos of the new celebration range: they're on the birthday cakes page now, and it's already your second-best page for enquiries. Let's talk about the Christmas menu page when we meet on the 8th.

## Summary

A strong month. Clicks from Google rose 40% on August, birthday cake searches moved from 8th to 4th, and the birthday cakes page brought 39 enquiries and orders.

We fixed four issues our checks found, including broken internal links and missing image descriptions, and the SEO score rose from 71 to 86. Next month we'll expand the gluten-free page and remove two double redirects.

## https://hartleysbakery.co.uk

**BIGGEST CLIMBER**
“birthday cakes bolton” moved from 8th to 4th on Google.

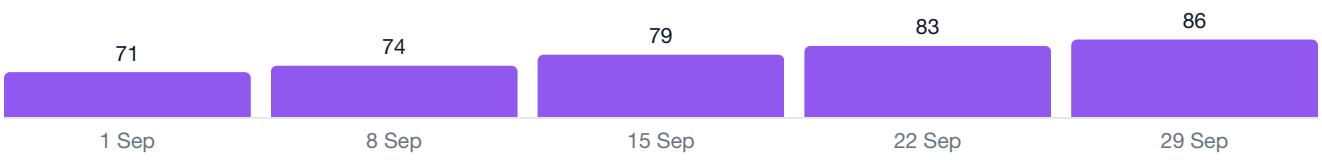
**BEST PAGE**
/cakes/birthday brought 39 enquiries and sales, worth £2,140.

**NEW THIS PERIOD**
Now showing on Google for “sourdough bolton”.

SEO score
**86**/100
Up 15 from 71

Pages checked
**48**

Issues fixed
**4**



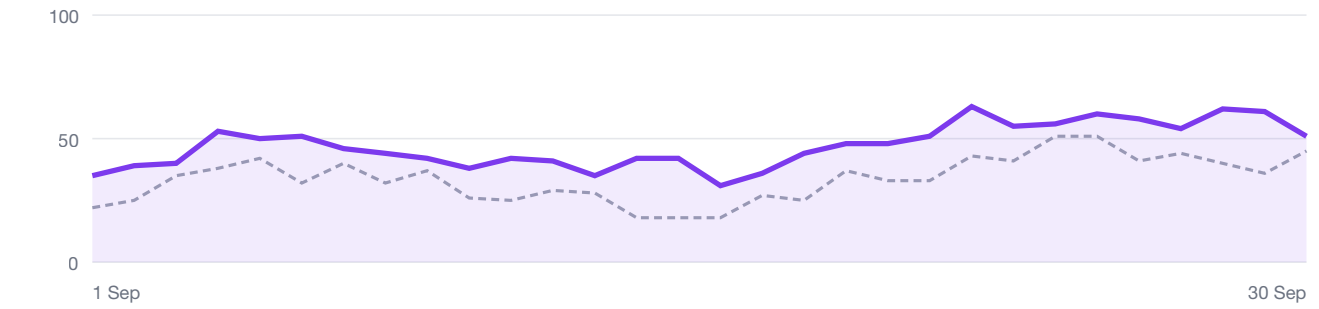

SEO score over the period

## Work completed · 3 hours 30 minutes of work

- ✓ Has a title 45 minutes confirmed by our checks
- ✓ Internal links work 1 hour 30 minutes confirmed by our checks
- ✓ Images have alt text 1 hour confirmed by our checks
- ✓ Add opening hours to the Visit us page 15 minutes
- ✓ Nothing blocks the page from showing confirmed by our checks
- ✓ New titles and descriptions written for 6 pages
- ✓ 1 new article drafted

## Clicks from Google search

| Clicks | Times shown in Google | Average position |
|---|---|---|
| **1,418** | **48,210** | **11.4** |
| +40% on the period before | +21% on the period before | was 13.9 |
| That's about 47 clicks a day. | | |




## Top searches

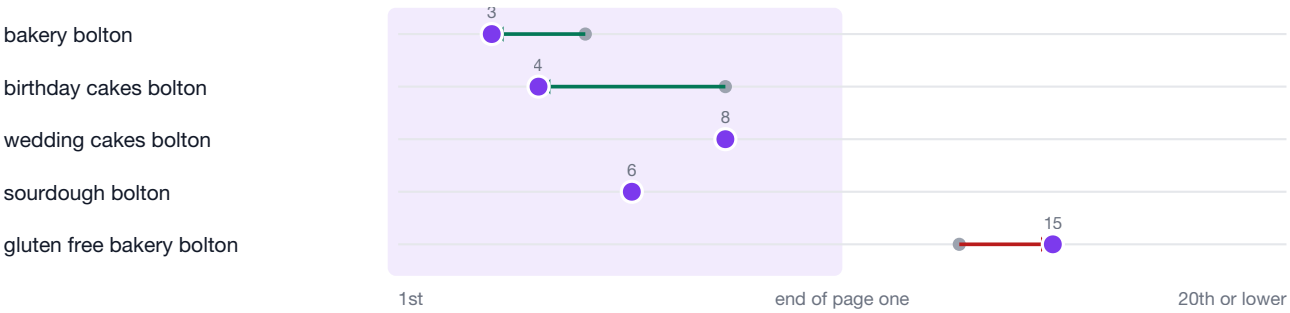
| Search | Clicks | Shown | Position |
|---|---|---|---|
| bakery bolton | 212 | 3,904 | 3.1 |
| birthday cakes bolton | 148 | 2,210 | 4.6 |
| hartleys bakery | 131 | 402 | 1.0 |
| sourdough near me | 66 | 5,120 | 9.8 |
| wedding cakes greater manchester | 41 | 3,377 | 12.2 |

## Tracked keywords

| Keyword | Position | Change | Clicks |
|---|---|---|---|
| bakery bolton | 3.1 | ▲ 1.3 | 212 |
| birthday cakes bolton | 4.6 | ▲ 3.3 | 148 |
| wedding cakes bolton | 8.2 | — | 37 |
| gluten free bakery bolton | 14.5 | new | 9 |

## Google rankings

Where each keyword ranks on Google, searching from Bolton, United Kingdom on mobile: 4 of 5 in the top 10; ahead of every competitor for 2 of 5.




● Where it ended the period ● Where it started

| Keyword | Position | Change | Over the period | thecakeboxbolton.co.uk | greggs.co.uk |
|---|---|---|---|---|---|
| bakery bolton | 3 | ▲ 2 | | 5 | 7 |
| birthday cakes bolton | 4 | ▲ 4 | | 2 | — |
| wedding cakes bolton | 8 | — | | 6 | — |
| sourdough bolton | 6 | new | | — | 12 |
| gluten free bakery bolton | 15 | ▼ 2 | | 9 | — |

## What visitors from search engines did

From Google Analytics: visits from every search engine, Google, Bing and others. They won't match Google's clicks above: the two are counted by different tools, in different ways.

Visits from search

**1,544**

+30% on the period before

Key actions (enquiries, sales)

**87**

+43% on the period before

That's about 3 enquiries or sales a day.

Revenue

**£4,310**

+38% on the period before

| Landing page | Visits | Key actions | Revenue |
|---|---|---|---|
| / | 702 | 21 | £980 |
| /cakes/birthday | 388 | 39 | £2,140 |
| /cakes/wedding | 201 | 14 | £1,190 |
| /visit-us | 153 | 13 | £0 |

## Visibility in AI assistants

Answers naming Hartley's Bakery

**42%**

+68% on the period before

Questions tracked

**12**

Answers citing the website

**3**

How many of the 36 answers named each business

## Speed on mobile

| | |
|---|---|
| Google speed test score | **78**/100 |
| Real visitors (Core Web Vitals) | **Passing** |
| Main content appears (LCP) | 2.1s |

## Uptime

**99.97%** of the time: 1 outage, 14 minutes in all.

## New issues spotted

✗ Pages redirect more than once

## Compared with competitors

SEO score out of 100

## Coming next

What we'll work on next:

1. **Pages have too little content** (the gluten-free page has 140 words)
2. **Pages redirect more than once** (2 pages redirect twice before loading)

Plus 5 more tasks on our list.