

Hartley's Bakery

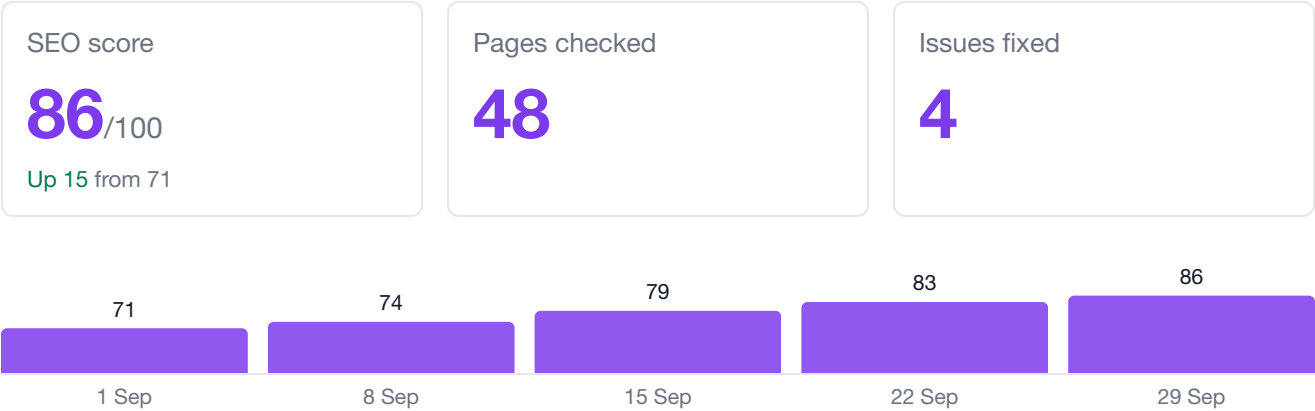
1 September 2026 to 30 September 2026

Summary

A strong month. Clicks from Google rose 40% on August, and birthday cake searches moved from position 8 to 5, 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>



SEO score over the period

Work completed

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

Visits from Google

Clicks

1,418

+40% on the period before

Times shown in Google

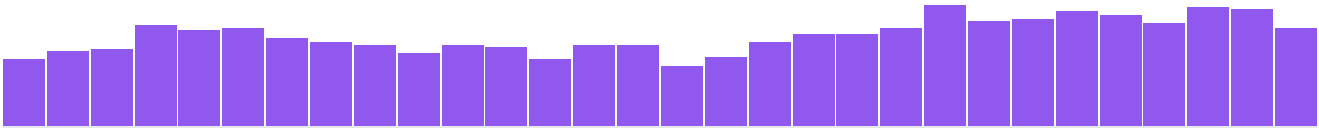
48,210

+21% on the period before

Average position

11.4

was 13.9



Clicks per day, 1 Sep to 30 Sep

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 3 of 5.

Keyword	Position	Change	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 Google search did

Visits from search

1,544

+30% on the period before

Key actions (enquiries, sales)

87

+43% on the period before

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
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Also named: greggs.co.uk, thecakeboxbolton.co.uk.

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

Next priorities

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

Compared with competitors

Website	SEO score
https://hartleysbakery.co.uk	86
https://thecakeboxbolton.co.uk	74
https://www.greggs.co.uk	91