

SEO Strategy & Internal Linking Review

ActiveMail | Commercial services

Not commissioned by the business. Recommendations were not implemented as part of this assessment. No performance improvement is claimed.

The question

Where could a technically sound service website improve its commercial content architecture?

Recorded findings

The September 2026 source review records 46 sitemap URLs returning 200. Seven core service pages had contextual support from the blog. Data Management and Print Design each had only one contextual blog link. Thirteen blog posts lacked a meta description in the extracted source.

Judgment

A smaller number of links or words is not, by itself, proof of poor rankings. First confirm that the two services are commercially important and use Search Console and conversion data to establish their performance.

Scope

Public page extraction and sitemap review. No internal traffic, conversion or revenue baseline was available for this independent assessment.

Source: independently prepared September 2026 assessment supplied by Oghenemaga Emmanuel. Historical findings summarized here have not been rerun for this portfolio edition.

Priorities & validation

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Proposed sequence

1. Confirm sales priorities and baseline performance for the two services.
2. Add relevant contextual links from existing articles.
3. Evaluate navigation inclusion against business priorities and user needs.
4. Expand pages only with verified service detail and useful buyer information.
5. Write descriptions for the 13 affected blog posts and add a publishing check.

Measurement plan

Validate link and metadata changes, then review impressions, clicks, query/page position and enquiries against a consistent baseline. Meta descriptions are snippet suggestions; custom text does not guarantee the displayed snippet or higher CTR.

Deliverable

Prioritized service-page architecture recommendations and proposed first-month execution plan.

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