

Organic Search Opportunity Assessment

Power Digital Marketing | Agency

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

The question

What should be investigated before investing in more content when external visibility estimates suggest a decline?

Recorded findings

The source report flags keyword churn, mobile Lighthouse performance issues on four sampled pages, and on-page structure gaps. It also reviews competitor coverage and AI-answer dataset visibility.

Traffic interpretation

The report compares a July calendar-month estimate with a later trailing-window estimate. These are third-party ranking-derived estimates, not analytics traffic. A percentage decline across different windows should not be presented as a confirmed loss of actual visits.

Technical interpretation

Lighthouse values are lab diagnostics. They indicate issues to investigate; they do not establish field Core Web Vitals failure, an algorithmic penalty or the cause of a visibility change.

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. Align dates and sampling scope and confirm trends in Search Console/GA4.
2. Map meaningful query/page losses and assess technical, content and competitive causes.
3. Diagnose mobile layout shifts and loading bottlenecks with development support.
4. Validate rendered headings and metadata on priority pages.
5. Map commercially relevant competitor gaps before commissioning content.

AI-search measurement

Keep Google AI Overview dataset occurrences separate from the ChatGPT question sample. Clarify mentions, citations, recommendations and denominators before comparing providers. Competitor keyword counts alone do not measure commercially useful content coverage.

Deliverable

Independent opportunity assessment and proposed investigation priorities. No recovery, ranking improvement or implemented fix is claimed.

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