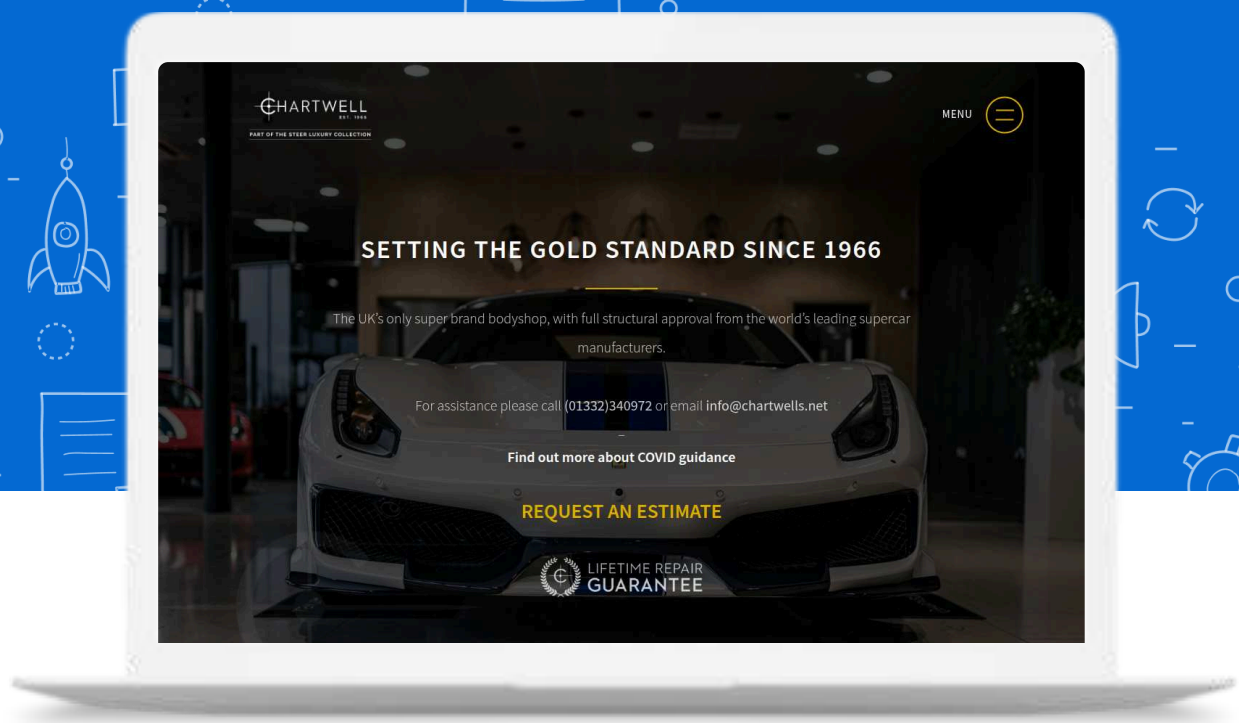


Report for

Chartwell - The Super Brand Body Shop

Generated on 16 August 2025



Amy Demo
Sales Agent
demo-user@insites.com

YOUR LOGO



Your overall digital marketing score

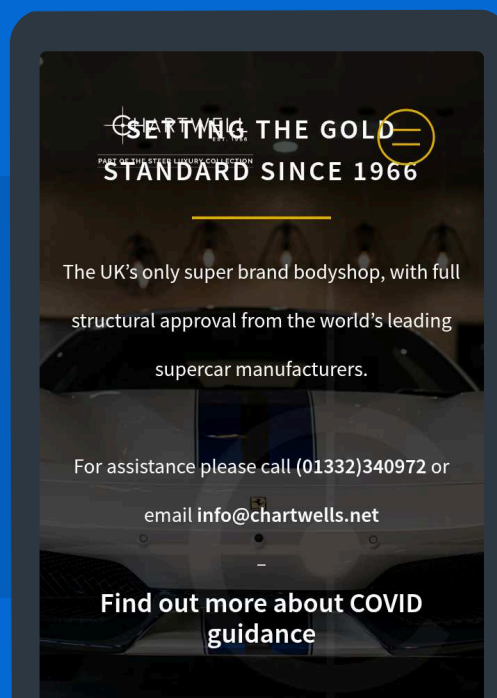
This is a weighted average of all the factors in this report.

Chartwell - The Super Brand Body Shop

www.chartwells.net

Chartwell House 1 Brunel Parkway, Derby,
DE24 8HR

01332 340972

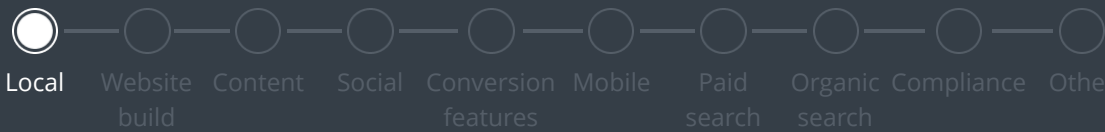




Local

These are the checks contained within this segment of your audit:

- Google Business Profile
- Local grid
- Local pack
- Local presence
- Reviews
- Structured data



Google Business Profile



This business has a complete Google Business Profile listing

Detected listing: Chartwell - The Super Brand Body Shop



Claimed
This Google Business Profile page has been claimed.



Chartwell - The Super Brand Body Shop
This Google Business Profile page has a name listed.



<http://www.chartwells.net/>
This Google Business Profile page has a matching website listed.



+44 1332 340972
This Google Business Profile page has a phone number listed.



Chartwell House 1 Brunel Pkwy, Derby DE24 8HR, United Kingdom
This Google Business Profile page has an address listed.



214 reviews
This Google Business Profile page has reviews.



4.8 out of 5
This Google Business Profile page has a rating.



Opening hours set
This Google Business Profile page has opening hours listed.

Photos uploaded
This Google Business Profile page has photos uploaded.



Posts
This Google Business Profile page does not have posts uploaded.

Categories
The category should accurately reflect the products and services the business offers.



Auto body shop

Car repair and maintenance service

**Service options**

This Google Business Profile page does not have service options set.

**Booking link**

This Google Business Profile page does not have a booking link.

Be visible to your audience

A Google Business Profile page appears on the right hand side when potential customers are searching for your business.



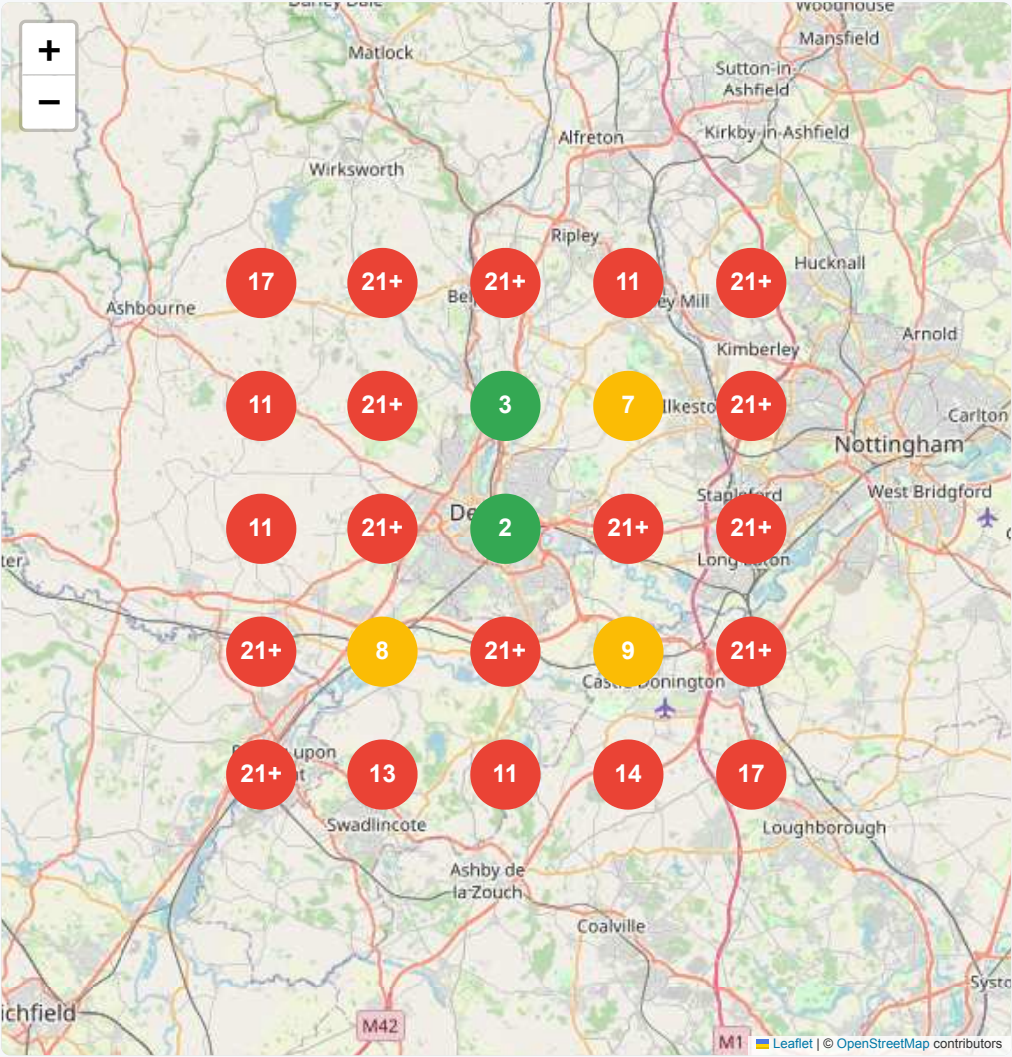
Source: Google Business Profile

Local grid



Some of this business' target keywords have low visibility their local area.

Local grid data for target keyword: **bentley accident repair**



We have automatically chosen a 20 miles grid as competitors for this keyword are an average of 25.3 miles away.

Business name	Threat level	Avg position	Coverage	(km)	Rating	Category
Chartwell - The Super Brand Body Shop	-	10.3	13 / 25	-	-	Unknown

Bentley Auto Repairs Ltd	<div><div></div></div>	2.8	25 / 25	52.5 miles	-	Unknown
Starman's Rolls Royce & Bentley Specialists	<div><div></div></div>	3.2	25 / 25	15.8 miles	-	Unknown
Bentley Leicester	<div><div></div></div>	3.8	25 / 25	21.5 miles	-	Unknown
BENTLEY LANE AUTO CENTRE	<div><div></div></div>	4.1	25 / 25	32 miles	-	Unknown

Appear at the top of search results

When looking for a local service, Google often shows a "local pack" at the top containing a map and three nearby businesses.



Google search results are highly personalised based on browsing history and location. Your own searches may provide different results.

Local pack



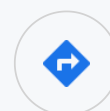
We did not find this business in the local pack results for the target search terms.

Google local pack for "bentley accident repair derby"

Read and Bent Autos Ltd

★★★★★ () ·

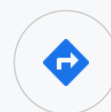
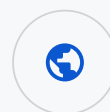
Unit6, merlin park, Osmaston Rd · 07854 301973

[Directions](#)

Car Accident Repair Service Ltd

★★★★★ () ·

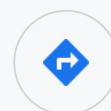
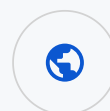
Units 1-2, Boars Head Ind Est, Clarke St · 01332 349945

[Directions](#)[Website](#)

CRS Derby (Cosmetic Repair Solutions) - Derby

★★★★★ () ·

Siddals Rd · 01332 347269

[Directions](#)[Website](#)

Appear at the top of search results

When looking for a local service, Google often shows a "local pack" at the top containing a map and three nearby businesses.



Full local pack rankings

Keyword

bentley accident repair derby Not found

ferrari repair derby Not found

prestige accident repair derby Not found

Google search results are highly personalised based on browsing history and location. Your own searches may provide different results.

Local presence



This business appears in all online directories but has inconsistent listings.



Listings with inconsistent information

67%

Inaccurate or missing listings

Business name	<div><div></div></div> 67%
Address	<div><div>✓</div>Consistent</div>
Phone number	<div><div>✓</div>Consistent</div>
Website	<div><div>✓</div>Consistent</div>



Provided details

Chartwell - The Super Brand Body Shop
Chartwell House 1 Brunel Parkway, Derby, Derby, DE24 8HR, GB
01332 340972
<https://www.chartwells.net>

Directory	Details	Found	Consistent
Bing maps	Chartwell Derby 1 Brunel Parkway, Derby DE24 8HR +44 1332 340972 https://www.chartwells.net/	<div><div>✓</div></div>	<div><div>✗</div></div>
Facebook	Chartwell Chartwell House, 1 Brunel Parkway, D... 441332340972 chartwells.net	<div><div>✓</div></div>	<div><div>✗</div></div>
Google maps	Chartwell - The Super Brand Body Shop Chartwell House 1 Brunel Pkwy, Derb... +44 1332 340972 http://www.chartwells.net/	<div><div>✓</div></div>	<div><div>✓</div></div>
Yell (deprecated)	Unable to determine	<div><div>...</div></div>	<div><div>...</div></div>

**This business's business details are inconsistent between directories.**

- Keeping listings up-to-date and accurate is important.
- Customers may not be able to contact you with an out of date name, phone number or address.

**What can I do to improve it?****Ensure online directories contain listings that are consistent**

- Directories help deliver relevant traffic to your website.
- A professional can add your website to many directories simultaneously.

We use a variety of techniques to identify which directories an business is listed in. We may not discover a listing if the contact details do not match those on the website. This test covers many popular directories but cannot cover them all.

Reviews



This business has been reviewed online.



233 found

Reviews for this organisation



4.8 / 5.0

Average review rating



Facebook



19 reviews



Bing











No reviews found



GoogleMaps



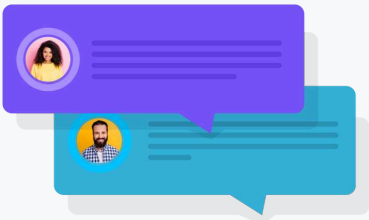
214 reviews

Posted by	Comment	Rating
 Simon B	I had a very courteous and efficient repair and kept well informed during the repair period. My car was also immaculate when it was returned to me. The courtesy car was very helpful also, this was also in pristine condition.	
 Ken Lipton	If you enjoy driving your car then finding the right body shop to repair it when you have had an accident is a challenge. You want one that you can be confident will return your car back to you looking as good as new. My experience with Chartwell was just that. They were sympathetic at the outset when you are feeling frustrated ...	
 James Morgan	After being side swiped by a HGV on my way to Italy in April 2025, my 911 ended up at Chartwells. I wasn't confident that anyone would be able to fix the original panels- but they did and the result was absolutely incredible. The car was collected in a covered trailer from my home by a super nice driver the day after returning f ...	
 Andrew Smith	I was instructed to take my 911 to Chartwells by my insurance company after a minor bump! I asked if they would Re gas the aircon....no problem they say £165 + VAT I collected the car and by the time I got home it was clear the Re Gas had not been done! I rang Chartwells who were insistent it had been done but had maybe I had a le ...	
 Yasif Salim	Have had my vehicle in for over 2.5 months now for repair, never had the courtesy to call and update regarding repair. Apparently a part was on back order for weeks.... But they forget to mention it took them several weeks to even provide an estimate for repair to the insurance company!	

Show 3 more

Build up trust

Reviews help build consumer trust in your brand and products. 90% of customers say that their buying decisions are influenced by online reviews.



We looked for reviews of this business in a limited number of tools. We use a combination of techniques to identify these, including matching by phone number and business name. If reviews are missing, they may be listed with conflicting contact information.

Structured data



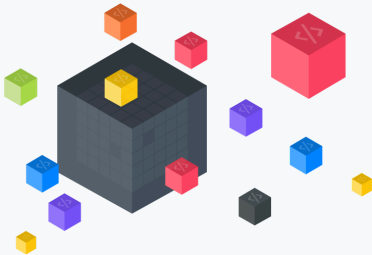
This business's website is missing important schema markup.



Missing schema

Let robots understand

Structured data can help search engines understand the content of your website. Google uses this understanding to provide better search results.





Provided details Chartwell - The Super Brand Body Shop
Chartwell House 1 Brunel Parkway, Derby
01332 340972

Schema	Details
Type	BreadcrumbList
Name	Chartwells <div>Inconsistent</div>
Address	<div>Missing schema</div>
Phone	+447398138921 <div>Inconsistent</div>
Description	Quality, Care & Excellence



What can I do to improve it?

Add schema markup to your website and ensure it is accurate.

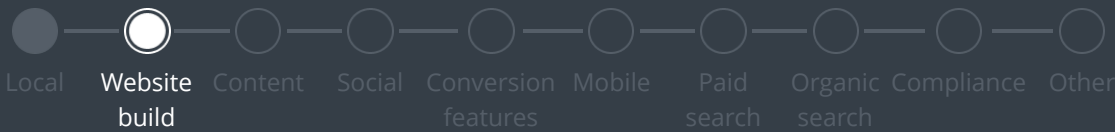
- Schema markup helps search engines discover your website.
- Having schema markup can help your business get found in local and voice search.
- Schema markup helps AI understand the details of your content, such as events, products, or reviews - making it easier for your site to appear in rich snippets and AI-driven search results.



Website build

These are the checks contained within this segment of your audit:

- | | |
|-------------------|--------------|
| Analytics | Last updated |
| Alternative text | Bot blocking |
| Amount of content | SSL |
| Link text | Sitemap |



Analytics



This business is measuring how many visitors it has by using a website analysis service.

Know your website visitors

Website analytics allows you to measure the behaviour of people on a website. This information can help guide your marketing decisions.



Analytics tools discovered

Name

Gauges

Google Analytics



This website uses Google's Universal Analytics.

- Beginning July 1st, 2023, Universal Analytics will no longer process new hits.
- It is recommended that you upgrade your analytics solution to Google Analytics 4 before this date.

Last updated



This website appears to have been updated recently.

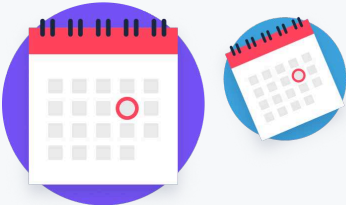


0

Days since last update

Keep it fresh

Regularly updated content is critical for user engagement and search engine ranking.



Recent updates

Date	Type	URL
15/08/2025	Page updated	/contact/
15/08/2025	Resource updated	/contact/
15/08/2025	Resource updated	/contact/

We use a wide range of methods to determine the likely last-updated date of this website, including technical indicators and machine-readable dates within the text we have analysed on the website. This gives us a best approximate for when a website was updated, but we cannot know for certain. Some websites cannot be dated at all.

Alternative text



Every image on this business's website has a text equivalent.

Is everyone welcome?

Alternative text provides a description of each image on a website. This is used by visually impaired website visitors and search engines.



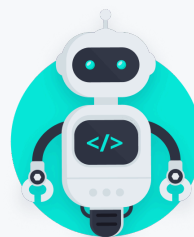
Bot blocking



This website does not appear to be blocking any SEO user agents.

Control what search engines see

A robots.txt file guides search engines to the pages you want them to see, and can stop unwanted bots from visiting your site entirely.



Amount of content



This business's website appears to have very little text, which will harm its ranking in Google.



1158

Words on 5 pages



55

Pages discovered



Build your content

Websites with a good volume of quality content are likely to rank higher in search engines.



We only count words that are visible on the page when it first loads. Words that are revealed after a user interacts with the page (e.g. in drop-downs or pop-ups) won't be counted.

Amount of content discovered

Page	Visible words	Has enough content
 Home page	613	
 /blog/	113	
 /contact/	126	
 /why/	204	
 /gallery/	102	



What can I do to improve it?

Add more content to your website.

- Google may penalise websites with too little content by placing them lower in search results.
- Relevant content will help attract and engage visitors.

Content is measured by looking at a limited section of this business's website. Websites built with Flash or other non-standard technologies may contain content that cannot be measured by us.

SSL



This business's website is using SSL to secure visitor data.

Encrypt everything

SSL ensures that information flowing to and from your website visitors is kept secure.



Link text



Some links on this business's website are not well defined.

Let your users navigate your site

Well defined links help users and search engines explore your website.



Weak link text

Link destination

Link text

Page URL

/why

FIND OUT MORE

 Home page

Empty link text

Link destination

Page URL

<https://en-gb.facebook.com/Chartwell.Derby>

 Home page

https://twitter.com/_Chartwell

 Home page

https://www.instagram.com/chartwell_derby

 Home page

<https://www.linkedin.com/company/chartwell-derby-ltd>

 Home page

<https://vimeo.com/488843375>

 /why/

**Some links on this website contain generic text like "read more".**

- Links with generic text don't provide any SEO benefit.
- Without visual context, visually impaired visitors using a screen reader may be confused about the link's destination.

**What can I do to improve it?****Make sure any links on your website describe their destination.**

- Well-defined links help visitors navigate your website.
- Links which contain unique keywords describing the link's destination can help SEO.

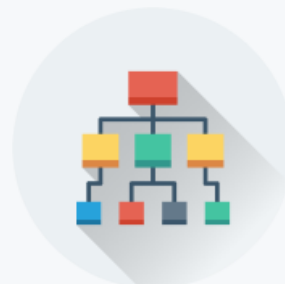
Sitemap



This business's website has an invalid sitemap.

Help search engines find you

A sitemap tells search engines about the content that you have on your site and how often it's updated.



The sitemap we discovered for this business was invalid according to the widely-accepted standard.

- An invalid sitemap may be unreadable by search engines.
- As the sitemap is invalid, we were not able to check if it is up-to-date.



What can I do to improve it?

Make sure you have a valid sitemap and that it is up-to-date.

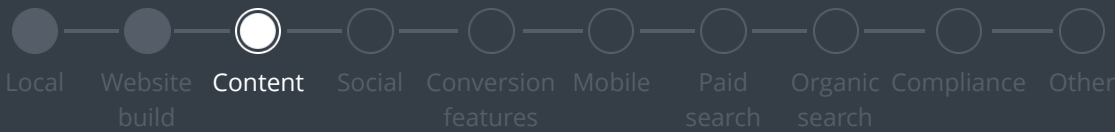
- A sitemap allows search engines and AI agents like Google Gemini and ChatGPT to find the pages of a website faster and more accurately.
- Having all of your pages listed in the sitemap ensures your website is represented correctly in search engines.
- Your sitemap should comply with the widely-accepted standard.



Content

These are the checks contained within this segment of your audit:

- Content keywords
- Page titles and descriptions
- Headings
- Spelling
- Grammar



Content keywords



This business's website fails to mention its target keywords effectively.

Target keyword density in site content

Target keyword	Top page	Title	Description	Headings	Content
bentley accident repair	None detected	✖	✖	✔	✖ Not found
bentley accident repair derby	None detected	✖	✖	✖	✖ Not found
ferrari repair	None detected	✖	✖	✔	✖ Not found
ferrari repair derby	None detected	✖	✖	✖	✖ Not found
prestige accident repair	None detected	✖	✖	✖	✖ Not found

Use the words that matter

Make sure your website mentions the keywords you want to be found for. Search engines use the content of your site to determine your ranking.



Page-by-page optimisation

Page	Target keyword density
Home page	No target keywords mentioned
/blog/	No target keywords mentioned
/contact/	No target keywords mentioned
/why/	No target keywords mentioned
/gallery/	No target keywords mentioned



Some important content areas do not feature the target keywords.

- Including your target keywords on your website is important if you want to appear in search engines for those terms.
- Websites contain several content areas, some of which carry more importance (like headings).
- Not including keywords in every content area is a missed opportunity.



What can I do to improve it?

Update the content, and meta data for your website to include your target phrases.

- Keywords should appear in all content areas, such as titles, meta descriptions and headings, as well as the main content.
- Every target phrase should be mentioned at least once on your website.
- Be careful not to mention keywords too frequently as search engines may regard your content as artificially optimised and block your website.

Page titles and descriptions



This business's website has a unique title and description on each page.

Home - Chartwells

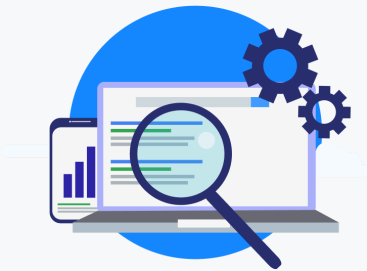
<https://www.chartwells.net/>

The UK's only super brand bodyshop, with full structural approval from the world's leading supercar manufacturers. Setting the gold standard since 1966.






This is how the business's homepage will appear on a search engine result page.

Control your search listing

Your website's title and description are displayed by search engines and when the website is shared on social media.



Titles and descriptions found

Page	Title	Description
 Home page	Home - Chartwells	The UK's only super brand bodyshop, with full structural approval from the world's leading supercar manufacturers. Setting the gold standard since 1966.
 /blog/	Blog - Chartwells	Get the latest news and updates from Chartwells Derby...
 /contact/	Contact - Chartwells	Chartwell is the only vehicle repair centre in Europe to hold 12 Manufacturer Approvals...
 /why/	Why Chartwell - Chartwells	We are committed to providing first class quality repairs and customer care and as a centre of excellence our workmanship reflects this...
 /gallery/	Gallery - Chartwells	Chartwells gallery full of stunning images.

The length limits used for titles and descriptions in this test are intended to be used as a guideline only. It is recommended that human judgement should be used to verify whether a long title or description is appropriate.

Headings

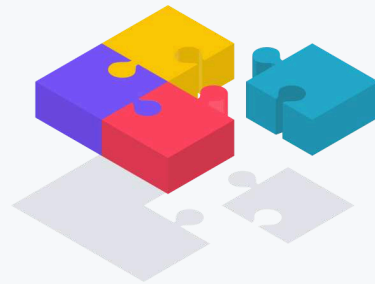


This business's website does not use well defined headings.

	Heading	Found on	
H1	SETTING THE GOLD STANDARD SINCE 1966	Home page	✓
↳ H5	Find out more about COVID guidance Out of hierarchy	Home page	✗
↳ H3	REQUEST AN ESTIMATE	Home page	✓
↳ H2	At Chartwell, we believe in forming long-term relationships with our customers which is why our business portfolio encompasses all your vehicle repair and care needs.	Home page	✓
↳ H5	VADA - Research is clarity, Clarity is trust Out of hierarchy	Home page	✗

Structure your website content

Well defined headings help users and search engines understand and prioritise your website content.



This business's website should have one top-level heading on every page

- To optimise search ranking it is recommended to have only one top level heading per page.
- A top-level heading should describe the content of that page.



What can I do to improve it?

Ensure headings are well defined throughout your website.

- Make sure keywords you want to rank for are mentioned in your headings.
- Headings should be used in the correct hierarchy, starting with a top level heading (H1).
- Each page can contain multiple subheadings (H2-H6), but should only include one main heading (H1).

Spelling



Potential spelling errors were detected on this website.








5

Potential spelling errors

Spellcheck your website

Having a spelling mistake on a website can cause conversion rates to drop by as much as 72%.



Page	Spelling error
 Home page	bodyshop <div>Found in meta description</div>
 Home page	NSX
 Home page	Chartwells <div>Invisible text in image alt</div> <div>Found in page title</div>
 Home page	Frogspark
 /blog/	Chartwells <div>Invisible text in image alt</div> <div>Found in page title</div> <div>Found in meta description</div>

Grammar



Potential grammar errors were detected on this website.







Potential grammar errors

Grammar check your website

Up to 59% of people avoid using a company that has obvious grammatical mistakes on their website.



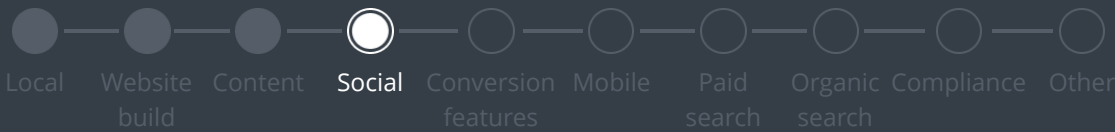
Page	Context	Message	Issue
 Home page	...borghini, Maserati, Honda NSX, McLaren, Mercedes Benz, is a Porsche centre approved body repa...	This car brand is normally spelled with a hyphen "Mercedes-Benz".	Mercedes Benz (Mercedes-Benz)
 Home page	... with Dealer Appointments from Bentley, Rolls Royce and are a Audi & BMW accident repair sp...	This car brand is normally spelled with a hyphen "Rolls-Royce".	Rolls Royce (Rolls-Royce)
 Home page	...ments from Bentley, Rolls Royce and are a Audi & BMW accident repair specialist.	Use "an" instead of 'a' if the following word starts with a vowel sound, e.g. 'an article', 'an hour'.	Use of 'a' vs. 'an'
 Home page	...t wished others would learn to drive so i didn't need to return so often "	The personal pronoun "I" should be uppercase.	i vs. I
 /why/	...flects this. The devil is in the detail...Something seemingly simple to start with but take...	Add a space between sentences.	Missing space between sentences



Social

These are the checks contained within this segment of your audit:

- Facebook page
- X (formerly Twitter)



Facebook page



This business has a Facebook page.



Facebook page: Chartwell



8,262

Page likes



8,000

Page follows



5

Months since last
post

Engage with your customers

Facebook pages are a popular way of engaging with customers and prospects online. Businesses can advertise, run promotions and interact with their customers via Facebook.



This Facebook page is not updated regularly.

- Regular posts help retain existing followers and raise engagement.

Source: Facebook

X (formerly Twitter)



It looks like this business has an X (formerly Twitter) account.

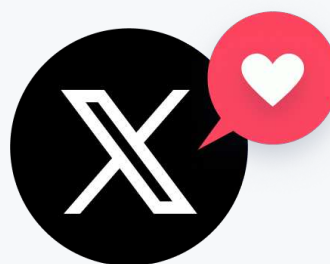


X profile

https://twitter.com/_Chartwell

Build up a following

X accounts are a popular way of engaging with customers and prospects online. Businesses can run promotions and interact with their customers via X.



We are currently unable to verify X accounts.

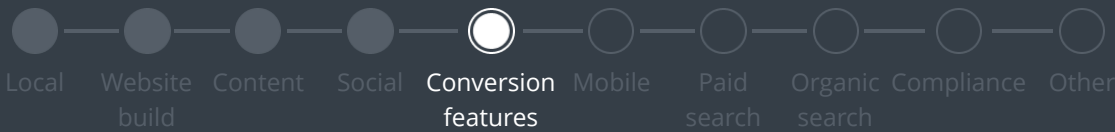
- We currently can not verify X accounts or fetch information about them as X has changed its policy to only allow logged in users.



Conversion features

These are the checks contained within this segment of your audit:

- Click to contact
- Booking widget
- Blog
- Video



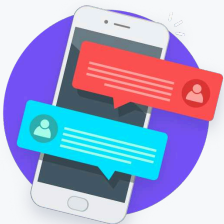
Click to contact



A click to contact button was discovered on this business's website.

Make it easy for customers to contact you

A click to contact button makes it easy for customers to initiate a conversation with you via phone or email.



Click to contact buttons discovered

Page

Contact details

🖥 Home page

☎ 01332 340972

🖥 Home page

☎ 01332340972

🖥 Home page

✉ info@chartwells.net?subject=Enquiry

🖥 Home page

✉ info@chartwells.net

🖥 /blog/

☎ 01332 340972

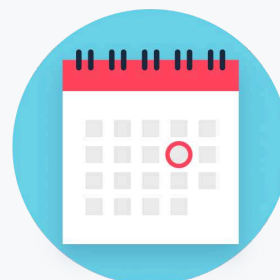
Booking widget



A booking widget integration was not detected on this website.

Increase your bookings

Booking widgets provide a quick and simple way for customers to book appointments to use your services.



What can I do to improve it?

Consider integrating a booking widget on your website.

- A booking widget allows customers to directly book appointments using the business's website.
- Booking widgets provide a quick and simple way to allow customers to make use of the services a business provides.

Blog



A blog was detected on this website.

Detected blog pages

 /blog/

 /blog/corona-virus-update-june-2020/

 /blog/chartwell-welcomes-bentley-for-exclusive-campaign-filming/

 /blog/why-you-should-have-your-free-winter-check-2/

 /blog/jordan-f1-rebuild/

Create engaging content

Blogging is a popular way to create interest in your brand. Marketing businesses that use blogs get up to 67% more leads than those that do not.



Video



This business's website appears to contain a video.



Vimeo

Video detected

Video improves conversion rate

Websites with a video have a higher conversion rate and 77% of consumers say they've been convinced to buy a product or service by watching a video



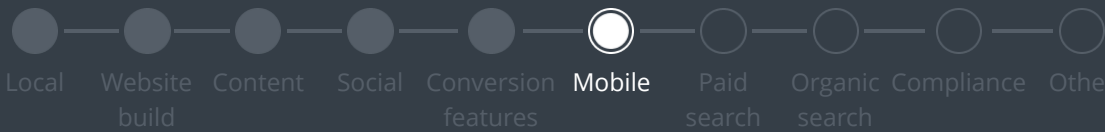
We check a limited number of web pages for the most common video technologies. Obscure or highly customised video technologies may not be detected.



Mobile

These are the checks contained within this segment of your audit:

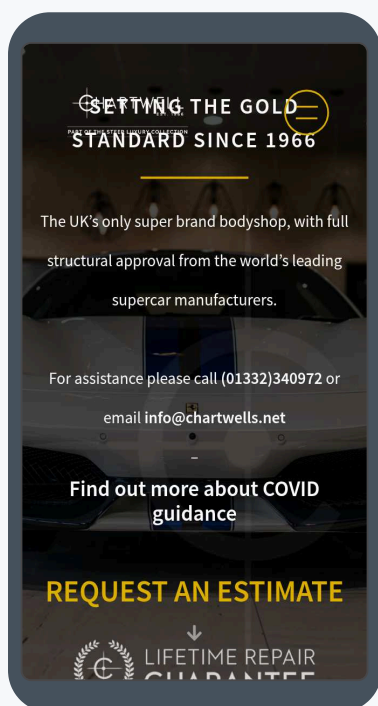
Mobile



Mobile



This website appears to be optimised for mobile phones.

**Fits screen width**

A mobile site should be free of horizontal scroll to avoid confusing users.

Has legible text

Text should be big enough to read on a mobile, without the need to zoom in.

Links are big enough to tap

Links on a website should be large enough to tap on a typical mobile screen.

Different mobile content

Ideally websites should adapt to the screen size of the user's device, rather than loading separate HTML or redirecting to a separate mobile website.

Viewport is set

By setting the viewport, the website will load at a comfortable size.

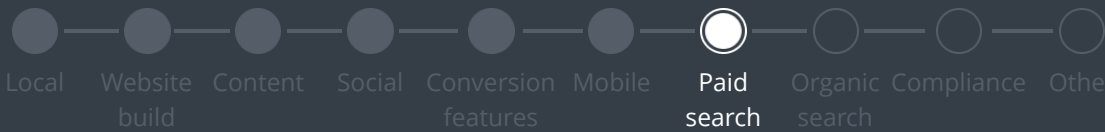
We load the homepage for this website in a simulated smartphone, and then perform an analysis on the resulting code of the webpage. Some unusual websites can confuse this analysis. If in doubt, consult the screenshots above to determine if they look mobile-friendly.



Paid search

These are the checks contained within this segment of your audit:

- Paid search
- Facebook ads



Paid search



This business is advertising with Google Ads.

Google ad previews

Sponsored



www.chartwells.net/

Manufacturer Accessories - We maintain our compliance to the Operating Standards

Our Business Portfolio Encompasses All Your Vehicle Repair And Care Needs.

Sponsored



chartwells.net
www.chartwells.net/

Lamborghini Repair Centre -
Lamborghini Approved Repairs

Our Business Portfolio Encompasses All Your Vehicle Repair And Care Needs. Chartwell is a Lamborghini Approved Structural Accident Repair...

[Our Services](#)

[Lamborghini Body Repair](#)

[Gallery](#)

Sponsored



chartwells.net
www.chartwells.net/

Aston Martin - Official Aston Martin Centre

All Aston Martin Factory Trained Technicians Attend Regular Training Updates Request an Estimate. Aston Martin Factory Trained Technicians. Clementine Care. Ferrari Approved BodyShop. Vehicle Repairs.

[Ferrari](#)

[Mercedes-Benz](#)

[Manufacturers](#)

Sponsored



www.chartwells.net/

Chartwell - Over 50 Years' Experience

Our Business Portfolio Encompasses All Your Vehicle Repair And Care Needs. Ferrari Trained Experts. Lifetime Repair Guarantee. Pioneering Facility.
[Mercedes-Benz](#) · [Manufacturers](#) · [Dealer Partnerships](#) ·

Skip to the top of Google

Google Ads shows adverts in Google search results. You can choose the search terms you wish to appear for. This makes Google Ads a highly effective way of targeting interested customers directly.



Sources: Google Ad Library  SEMRUSH

Analysis covers GB adverts only. Data is estimated from a combination of 3rd party sources using a sample of search engine results. Websites with low Google Ads budgets are less likely to be detected.

Facebook ads



This business does not appear to have active Facebook ads.

Target your audience

Facebook ads are a highly targeted way of promoting your business online. You can specify narrow audiences for your ads or re-target previous customers.



What can I do to improve it?

Consider purchasing Facebook advertising to promote your products and services.

- Your customers spend an average of 35 minutes per day on Facebook.
- 57% of consumers say that social media influences their shopping.

Source: Facebook

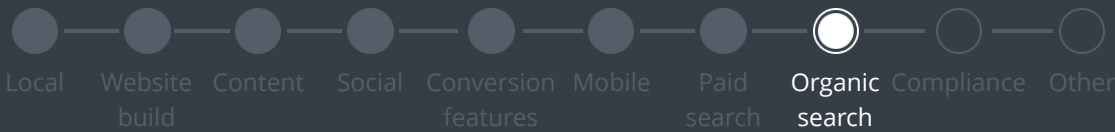
We looked for Facebook ads associated with the company Facebook page. Facebook ads created under different accounts will not be detected.



Organic search

These are the checks contained within this segment of your audit:

- Organic search
- Backlinks
- Domain age
- Indexing errors



Organic search

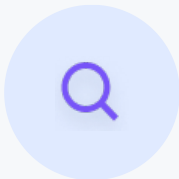


This website is receiving traffic from search engines.



400 / month

Estimated visitors from search



100 search terms

Estimated number this website is listed for

Get traffic from search engines

Make sure you're being found in search engines for the right terms.



Your target keywords

Keyword

bentley accident repair derby 1

bentley accident repair derby 2

ferrari repair derby 2

prestige accident repair derby 2

prestige accident repair derby 5

Link

Chartwells - Derby

Vehicle Repairs - Derby - Chartwells

Chartwells - Derby

Chartwells - Derby

Vehicle Repairs - Derby - Chartwells

Other terms you're found for today

Keyword	Searches / mo	Traffic (%)	CPC	Page	Last seen
chartwell derby 1	320	67.36	£0.30	Home page	2025-07-08
chartwells derby 1	140	29.47	£0.30	Home page	2025-07-05
de24 8hr 5	210	2.36	£0.00	/contact/	2025-07-28
chartwell jobs 14	390	0.52	£0.10	/vacancies/	2025-07-18
chartwells 15	5400	0.26	£0.31	Home page	2025-07-31

Best keyword opportunities

Keyword	Searches / mo	CPC	Page	Last seen
birmingham porsche dealer 98	170	£0.75	/dealer-partnerships/	2025-07-30
car fibre 98	1600	£0.64	/service/carbon-fibre-technology/	2025-07-29
aston martin service near me 93	170	£1.12	/manufacturer/aston-martin/	2025-07-19
derrick wells 86	140	£0.00	Home page	2025-07-28
free winter car check 84	110	£0.00	/blog/why-you-should-have-your-free-winter-check/	2025-07-14

These are high traffic search terms that the business has a low ranking for. Consider optimising for relevant terms.



What can I do to improve it?

Consider search engine optimisation (SEO).

- SEO can bring you significantly more organic traffic.
- Generally SEO requires that you build up your content, links and the quality of your website.
- SEO takes time, but once the initial investment is made you can get more visitors for free.

Source:  SEMRUSH

Analysis covers GB traffic only. Traffic is estimated by a 3rd party source using a sample of search engine results.
Subdomains and websites with very low volumes of traffic are less likely to be detected.

Backlinks



Many of this business's backlinks come from a small number of domains



800

Estimated backlinks

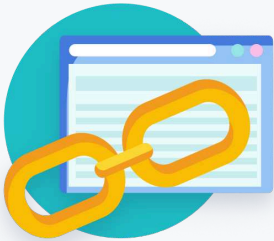


25

Estimated websites linking

Build your trustworthiness

When another website links to yours, this is called a backlink. Websites with more relevant backlinks tend to appear higher in search results.



Top backlinks

URL from	URL to	Backlink domain authority
https://www.thomsonlocal.com/search/car-body-repairs/derby-derbyshire	Home page	<div><div></div></div> 51%
https://www.skincityindia.com/2024/10/30/best-white-dark-hat-linkbuilding-for-your-website-845/	Home page	<div><div></div></div> 49%
https://directory.mirror.co.uk/search/derby/car-body-repairers/3	Home page	<div><div></div></div> 45%
https://www.emc-dnl.co.uk/our_members/chartwell-derby-limited/	Home page	<div><div></div></div> 44%
https://directory.derbytelegraph.co.uk/search/derby/pump-repairs-&-servicing/4	Home page	<div><div></div></div> 40%

Potential low quality backlinks

URL from	URL to	Backlink domain authority
http://clementineinsurance.com	/clementine-care/	<div><div></div></div> 0%
http://superbrandbodyshop.com	Home page	<div><div></div></div> 0%
http://bentleyrepair.co.uk	Home page	<div><div></div></div> 0%
http://bentley-approved-bodyshop.com	/manufacturer/bentley/	<div><div></div></div> 0%
http://clementinecare.co.uk	/clementine-care/	<div><div></div></div> 0%

**Many of this business's backlinks come from a small number of domains**

- Search engines evaluate backlinks based on the quality of the website giving the links rather than the number of backlinks your website has.
- Having many backlinks from the same domain may harm your ranking in search engines as this may be an indication of a backlink farm..

**This business's website may have low quality backlinks pointing to it.**

- While good quality backlinks can boost your search ranking, low quality ones can harm it.
- Low quality backlinks may have been artificially created in an attempt to boost a website's ranking.
- Google views unnatural looking backlinks as an attempt to game their search algorithm.

Source: SerpStat

Backlinks are measured from a sample of webpages which is updated periodically. Certain links may be omitted from this analysis (in particular directory websites).

We now use SerpStat to collect this information. Results provided on historic audits may be inconsistent with the up to date audit.

Domain age



This website is using an established domain name (chartwells.net).



16 Oct 1998

Date of first registration



15 Oct 2028

Date of domain expiry

Older and wiser

Older domains are more likely to rank well in search results. Search engines are known to mistrust very recently registered domains.



Source: GoDaddy.com, LLC

Indexing errors



This business has Google indexing errors.

URL	Status code	Error type
/blog/30-under-30-award/	429	Too Many Requests
/blog/advanced-level-body-apprenticeships/	429	Too Many Requests
/blog/apprentice-news/	429	Too Many Requests
/blog/aston-martin-category-a-repair-centre/	429	Too Many Requests
/blog/bentley-bodyshop-of-the-year-2022/	429	Too Many Requests

Fix indexing errors

Resolving indexing errors prevents SEO value loss, enhances site performance, and ensures smooth navigation for both users and search engine crawlers.

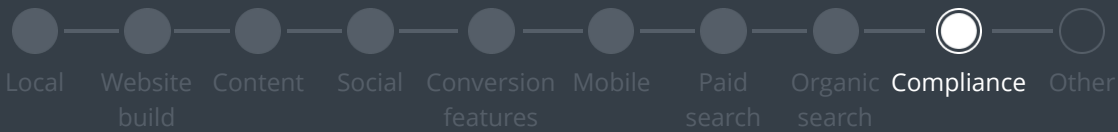




Compliance

These are the checks contained within this segment of your audit:

- GDPR
- Accessibility
- Colour contrast



GDPR



This business's website passes our GDPR assessment.

**Privacy policy found**

A privacy policy describes how you protect your customer's data when they visit your website. We discovered a link on every page to a privacy policy.

**Cookie policy or cookie banner found**

A cookie policy or cookie banner informs your customers how they will be tracked as they browse your website. We discovered a link on every page to a cookie policy.

**SSL detected**

SSL protects customer information as it travels to and from your website. This organisation's website was found to use SSL.

**No forms discovered with opt-out consent to marketing**

Under GDPR, customers must opt-in to receiving marketing information (you cannot default the checkbox to being ticked). None of the forms we found on this website contain a pre-ticked checkbox.

Protect your customer data

Europe is now covered by the world's strongest data protection rules, known as GDPR. As a business, it's your duty to comply or face hefty fines.



This analysis is designed to highlight potential GDPR compliance issues with an business's website. It should not be taken as a substitute for a thorough manual audit, and it should not be taken as legal advice.

Accessibility



This business's website does not comply with accessibility guidelines.



WCAG 2.1 Level **A**

CRITICAL



WCAG 2.1 Level **AA**

DESIRABLE

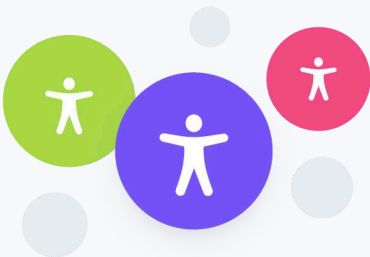


WCAG 2.1 Level **AAA**

ASPIRATIONAL

Open to everyone

Making sure your website is accessible means that everyone can find your products and services. The Web Content Accessibility Guidelines (WCAG) form the standard by which accessibility is measured.



What can I do to improve it?

Resolve the accessibility issues found on your website.

- Having an accessible website means that more people can find your products and services.
- In some parts of the world, businesses have a legal duty to comply with accessibility standards.

For performance reasons, we can only check the homepage in this analysis. It is also limited to the WCAG accessibility guidelines that can be checked with automated testing. For a complete picture, a manual audit should be conducted.

Colour contrast



The text on this business's website is easy to read.

Make sure text is legible

Some visitors, especially those with impaired vision, may struggle to read text without sufficient contrast.



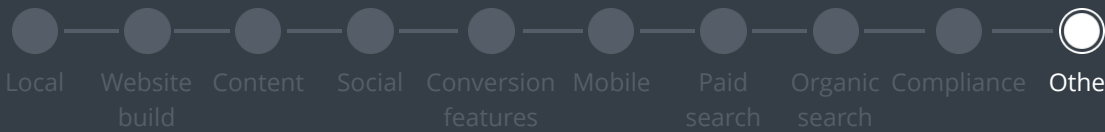
This check is designed to help you to identify and fix colour contrast issues on your website. Passing this check is not a guarantee of compliance with accessibility law in your area (nor is failing this check a guarantee of being in violation). If you're concerned about compliance with accessibility law, seek guidance from an expert in this area.



Other

These are the checks contained within this segment of your audit:

Contact details



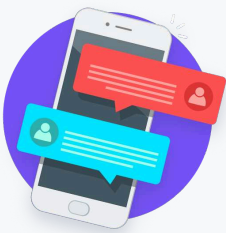
Contact details



This website appears to include contact details.

Be contactable

Prominent contact details on your website mean your customers can contact you when they need to.



Phone numbers discovered

Number	Found on
0845 450 2885	Home page
01332 340972	Home page
01332 384646	Home page

Email addresses discovered

Email address	Found on
info@chartwells.net	Home page
info@chartwells.net	/blog/
info@chartwells.net	/contact/
info@chartwells.net	/why/
info@chartwells.net	/gallery/

We look for email addresses and phone numbers written on the business's website. Websites built with Flash or other non-standard technologies may contain content that can't be found.



5

Number of pages tested



55

Number of pages found

The following pages were analysed:

<https://www.chartwells.net/>

<https://www.chartwells.net/blog/>

<https://www.chartwells.net/contact/>

<https://www.chartwells.net/why/>

<https://www.chartwells.net/gallery/>

For speed of analysis, we check no more than 5 pages from a website. In the vast majority of cases this will give results which are indicative of the whole website but, as with any technique which only deals with a limited sample, we cannot guarantee that those pages we have analysed are representative of those we have not.