Thomasefraimllp.com

FULL SEO OPTIMIZATION REPORT

Website: https://thomasefraimllp.com/
Report Type: Full Monthly SEO Optimization Report
Reporting Period: October 2026
Prepared by: Kat - All About Web Services

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1. Executive Summary

During October 2026, SEO optimization work was carried out on ThomasEfraimLLP.com to improve on-page SEO quality, strengthen metadata uniqueness, and ensure that page titles are appropriately optimized for search engine results pages (SERPs).

The work focused on resolving two issues identified in the Ubersuggest Site Audit. The initial audit reported 10 pages with duplicate meta descriptions and 10 pages with title tags that were too long. These issues were addressed as part of the website's ongoing SEO maintenance and optimization process.

Duplicate meta descriptions can reduce the uniqueness of search snippets across different pages, while excessively long title tags may be truncated in search results. Resolving these issues helps establish clearer page-level relevance, improves metadata consistency, and supports a stronger technical and on-page SEO foundation.

The optimization work was completed with attention to the website's law-firm content, ensuring that metadata improvements support the existing page topics and do not introduce unsupported legal claims, guarantees, or misleading information.

A screenshot of the original Ubersuggest audit has been retained as evidence of the issues identified before the fixes. A fresh crawl and final live-page source checks are recommended to confirm that all affected URLs now pass the relevant audit checks.

2. Monthly SEO Audit Overview

The October SEO review used Ubersuggest to identify outstanding on-page SEO issues requiring attention.

The initial audit screenshot documented the following findings:

SEO issue	Before optimization	Work performed
Duplicate meta descriptions	10 pages	Duplicate descriptions addressed
Title tags that are too long	10 pages	Excessively long titles addressed
Total affected page instances	20	Both issue categories addressed

The total represents 20 reported page instances across the two issue categories. It should not be interpreted as 20 unique URLs because the same page could appear in both categories.

The review prioritized metadata improvements because title tags and meta descriptions provide important information about each page's content and help search engines and users understand page relevance.

3. Duplicate Meta Description Fixes

Initial finding: 10 pages with duplicate meta descriptions.

Duplicate meta descriptions were identified in the initial Ubersuggest audit. When multiple pages use identical descriptions, their search snippets may not communicate the distinct purpose of each page effectively.

The reported issue was addressed by correcting the duplicate descriptions and improving the page-level metadata.

The optimization focused on the following areas:

- Reviewing the affected pages and their respective content.
- Addressing duplicate meta descriptions so that descriptions better reflect individual page topics.
- Improving the relevance of metadata to each page's primary subject and search intent.
- Maintaining clear, readable descriptions suitable for search engine results.
- Preserving the accuracy and professional tone required for a law-firm website.
- Avoiding unsupported claims, guarantees of legal outcomes, or statements that could misrepresent the firm's services.
- Checking the corrected metadata for consistency with the intended purpose of each affected page.

4. Title Tag Length Optimization

Initial finding: 10 pages with title tags that were too long.

The Ubersuggest audit also identified 10 pages with title tags exceeding the recommended length.

Title tags help communicate a page's subject to search engines and potential visitors. Overly long titles may be truncated in search results, potentially making important information less visible.

The reported title-length issues were addressed through title optimization.

The work focused on:

- Reviewing the affected page titles.
- Shortening excessively long titles while preserving their primary subject.
- Retaining relevant keywords where appropriate and natural.
- Improving readability and reducing unnecessary wording.
- Maintaining meaningful distinctions between pages.
- Keeping the wording relevant to the website's legal services and page content.
- Avoiding unnecessary keyword repetition or keyword stuffing.
- Ensuring that title changes do not introduce inaccurate legal-service descriptions or unsupported claims.

Title length should be evaluated using the actual rendered title and its likely display width rather than relying exclusively on a fixed character limit. Google may also generate different title links in search results.

A fresh audit is recommended to confirm that the 10 affected pages no longer trigger the title-length warning.

5. Manual SEO Review and Quality Checks

Manual review is an important part of metadata optimization because automated audit tools identify potential issues but cannot always determine whether a title or description is appropriate for the page's actual content.

The optimization process should ensure that each corrected page meets the following quality criteria:

- The title accurately represents the page's subject.
- The meta description is relevant to the individual page.
- The wording is clear, natural, and professionally written.
- Important keywords are used appropriately.
- Metadata does not contain unnecessary repetition.
- Legal information and service descriptions remain accurate.
- No unsupported guarantees or claims have been introduced.
- The final metadata is present in the rendered page source and is not unintentionally overridden by another SEO plugin or template.

The affected metadata was addressed as part of the reported optimization work. The final independent verification should include checking the live HTML source and comparing the updated pages against the refreshed Ubersuggest results.

6. Before-and-After SEO Issue Tracking

The original Ubersuggest screenshot serves as the baseline for the October optimization work.

Audit metric	Before fixes	Expected post-fix result
Pages with duplicate meta descriptions	10	0 remaining for the affected issue, subject to recrawl
Pages with excessively long title tags	10	0 remaining for the affected issue, subject to recrawl
Combined reported issue instances	20	Reduction confirmed by the next audit

The expected post-fix values are targets, not independently confirmed audit results. The final figures should be updated after the website has been recrawled.

[SCREENSHOT 1] Ubersuggest SEO Score Before and After — ThomasEfraimLLP.com

Before:



After:



7. Expected SEO Impact

The completed fixes support the website's broader organic search optimization objectives in several ways.

Improved metadata uniqueness: Addressing duplicate descriptions helps distinguish individual pages and makes their intended topics clearer.

Improved title readability: Shorter, more focused titles can make important page information easier to understand in search results.

Better page-level relevance: Metadata aligned with each page's content supports clearer communication of search intent.

Improved technical SEO consistency: Resolving recurring metadata warnings helps maintain a cleaner on-page SEO foundation.

Support for organic search performance: More relevant titles and descriptions may contribute to improved search-result presentation and click-through rates. However, ranking or traffic improvements cannot be attributed to these fixes without subsequent performance data.

These changes are foundational SEO improvements. They do not guarantee higher rankings, increased traffic, or improved conversion rates.

8. Google Search Console Performance

Google Search Console should be used to assess the website's organic search visibility and monitor the performance of the pages optimized during October.

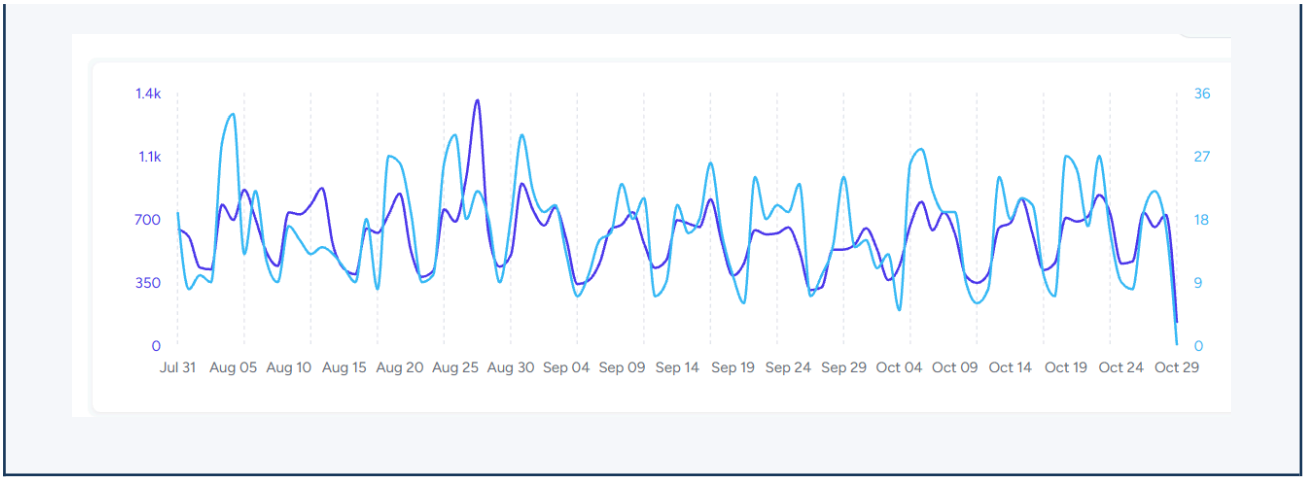
The monthly performance review should include:

- Total clicks from Google Search.
- Total impressions.
- Average click-through rate.
- Average search position.
- Top search queries.
- Top-performing pages.
- Pages gaining or losing search visibility.
- Indexing and crawling issues.
- Relevant sitemap submission or indexing status.

Where possible, compare the October reporting period with the preceding period using consistent date ranges. Review the performance of the pages with updated title tags and meta descriptions separately where sufficient data is available.

The report should use actual figures from the Google Search Console Performance report. Metadata corrections alone do not establish that rankings or clicks improved.

[SCREENSHOT 2] GSC Performance — ThomasEfraimLLP.com



9. Technical SEO and Website Quality

The October work addressed the two reported metadata categories. The remaining technical SEO checks should continue as part of the monthly maintenance process.

Recommended checks include:

- Confirming that the website's XML sitemap is accessible and contains the intended canonical URLs.
- Reviewing robots.txt and checking that important pages are not unintentionally blocked.
- Verifying canonical tags on the affected pages.
- Checking internal links and identifying broken links.
- Reviewing redirects and confirming that important URLs resolve correctly.
- Checking page loading performance and Core Web Vitals.
- Reviewing mobile usability and page presentation.
- Checking structured data where applicable.
- Confirming that SEO plugin output does not generate duplicate metadata.
- Reviewing newly published or updated pages for recurring title and description issues.

These checks are recommendations for the ongoing SEO program; this report does not claim that every item above was independently tested during October.

10. Competitor and Keyword Relevance

Metadata optimization should be supported by relevant keyword research and an understanding of the search intent behind the website's legal-service pages.

For the next review, recommended actions include:

- Reviewing the existing target keywords for the website's core legal-service pages.
- Checking whether the title tags reflect each page's principal topic.
- Identifying opportunities to improve titles without sacrificing clarity.
- Comparing the website's search-result presentation with relevant competitors.
- Reviewing keyword rankings and organic landing-page performance.
- Identifying pages with impressions but comparatively low CTR for further review.

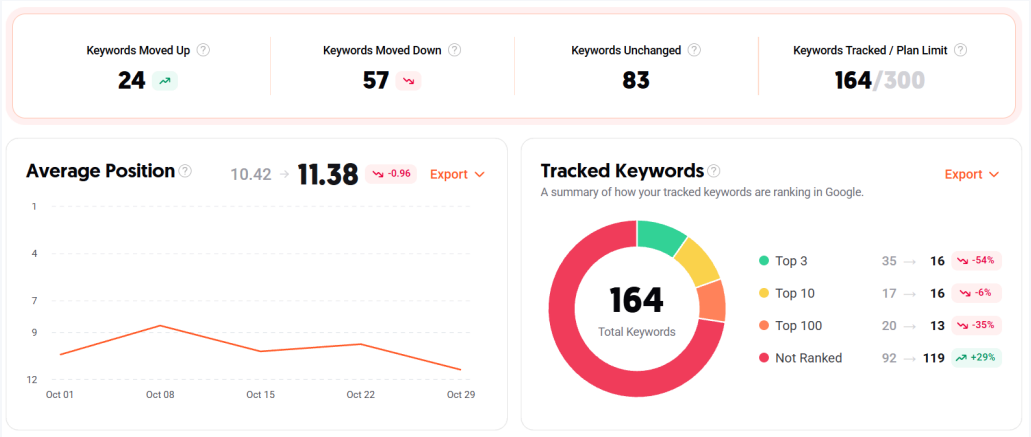
Any keyword additions should be based on actual page content, relevant search intent, and the firm's approved service information.

Competitor rankings, keyword positions, and new keyword opportunities should be documented using current research data rather than estimated figures.

Keyword	Position	Change	Search Intent	Volume	SEO Difficulty
occupancy tax	1	-	-	10	18
real estate law whitby	1	-	-	30	17
leon efraim	1	0	-	10	23
legal team oshawa	1	-	-	0	12
find a commissioner of oaths near me	1	7	-	0	4
power of attorney ontario fees	1	-	-	10	8
armstrong lawyer oshawa	1	-	-	10	20
free consultation real estate attorney	1	0	-	10	36
trusted legal oshawa	2	-1	-	0	12
free real estate law consultation	2	0	-	10	5
real estate lawyers in oshawa	2	0	-	140	30
notary public oshawa	2	3	-	590	28
real estate lawyers oshawa ontario	3	-1	-	140	30
will estate lawyer near me	3	6	-	10	31
oshawa real estate lawyer	3	-	-	140	27
oshawa lawyers real estate	3	-1	-	140	27

thomas law	4	-	-	10	18
free expert legal services in oshawa	4	1	-	0	4
estate lawyers durham region	4	-	-	10	18

[SCREENSHOT 3] Keyword Ranking — ThomasEfraimLLP.com



11. AnswerThePublic Keyword Research

AnswerThePublic was included in the monthly SEO research workflow to explore search questions, related phrases, and potential long-tail keyword opportunities relevant to ThomasEfraimLLP.com.

The keyword research should focus on the firm's existing service areas, including real estate law, wills and estates, corporate and business law, notary services, and independent legal advice.

Recommended keyword themes for review include:

- Oshawa real estate lawyer
- Wills and estate lawyer in Oshawa
- Power of attorney lawyer Oshawa
- Business incorporation lawyer Ontario
- Corporate lawyer Durham Region
- Notary public Oshawa
- Independent legal advice Oshawa

These are suggested research terms, not verified AnswerThePublic results. The actual report should include the keyword questions and related phrases collected during the research session.

[SCREENSHOT 4] AnswerThePublic Keyword “Occupancy tax” — ThomasEfraimLLP.com



[SCREENSHOT 5] AnswerThePublic Keyword “Leon efraim” — ThomasEfraimLLP.com



[SCREENSHOT 6] AnswerThePublic Keyword “Find a commissioner of oaths near me” — ThomasEfraimLLP.com



[SCREENSHOT 7] AnswerThePublic Keyword “Power of attorney ontario fees” — ThomasEfraimLLP.com



[SCREENSHOT 8] AnswerThePublic Keyword “Armstrong lawyer oshawa” — ThomasEfraimLLP.com



12. WordPress Plugins Review

The WordPress plugin review forms part of the website's ongoing SEO maintenance process. The purpose is to check that the plugins responsible for SEO metadata, structured data, caching, security, and site functionality are configured appropriately.

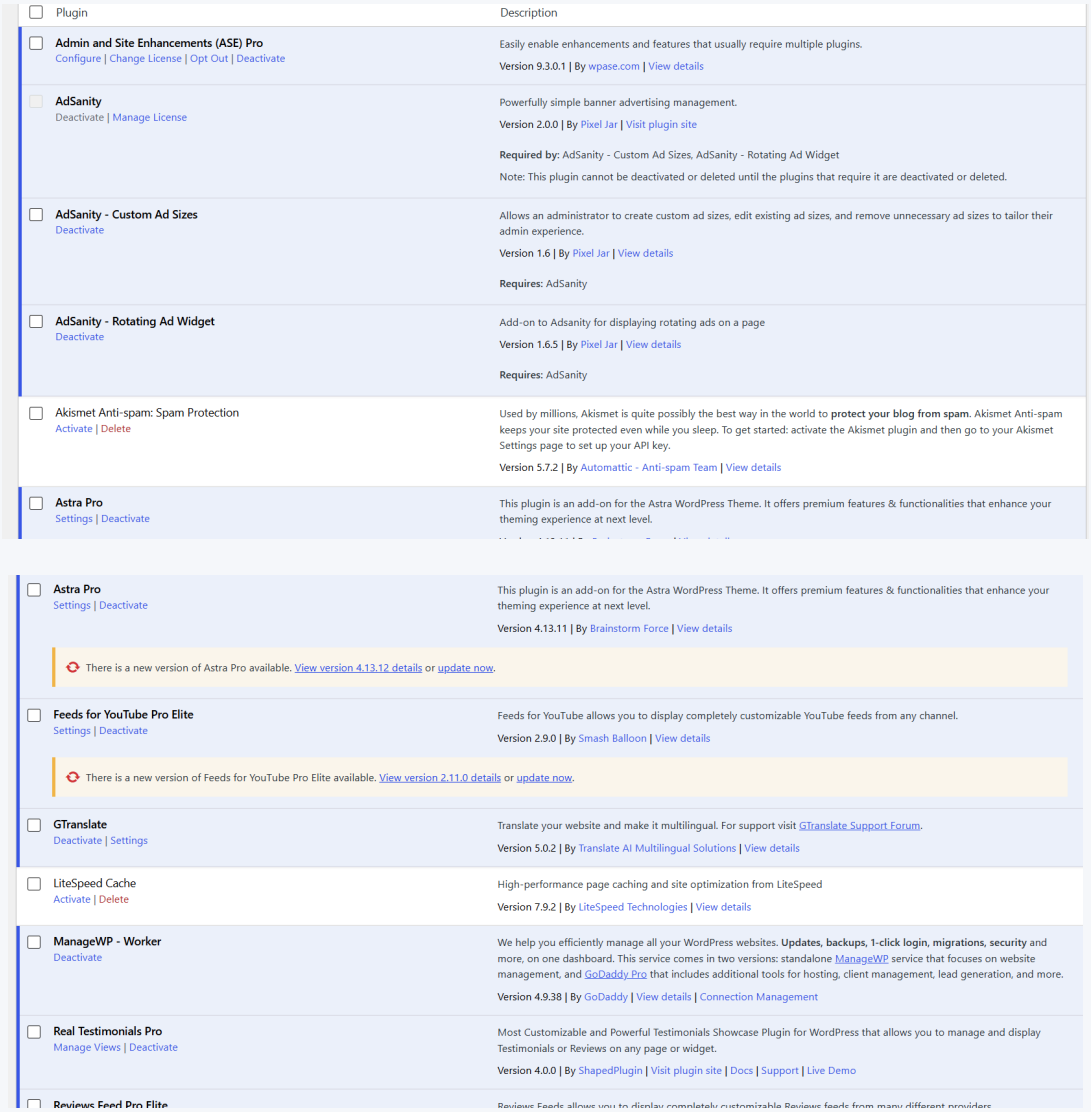
The review should cover:

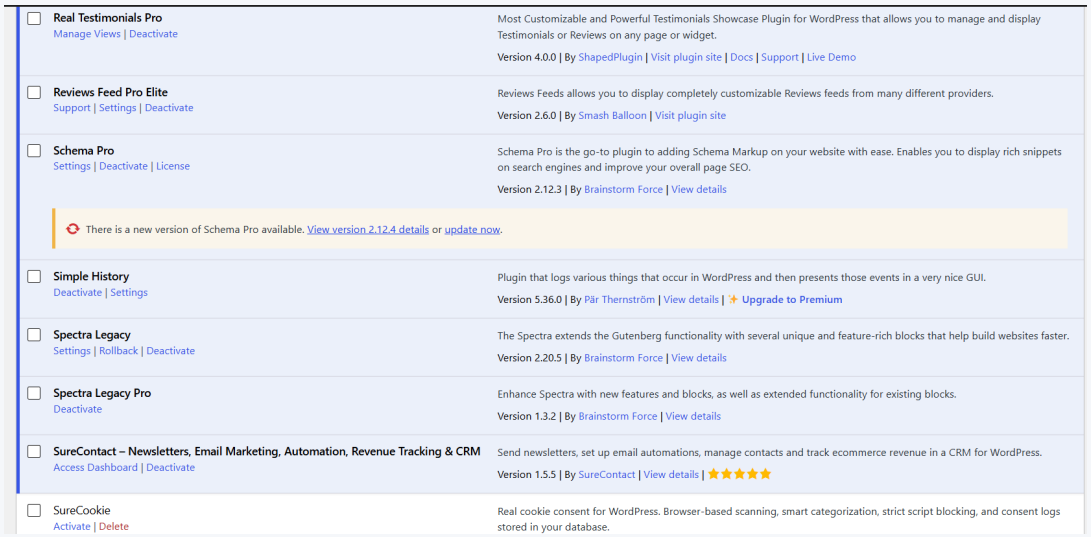
- **SEO plugin:** Confirm that title tags, meta descriptions, canonical tags, and indexing directives are configured correctly.
- **Schema plugin:** Check structured-data output and identify duplicate or conflicting schema markup.
- **Caching and performance plugins:** Review relevant settings that may affect page loading and cached metadata.
- **Security plugins:** Check that security settings do not unintentionally interfere with legitimate crawling.

- **Redirection tools:** Review redirect rules and ensure important URLs resolve correctly.
- **Other active plugins:** Check for unnecessary duplication of functionality and potential conflicts.

The specific plugin names, active status, versions, and configuration changes should be documented from the actual WordPress dashboard. No individual plugin changes should be claimed unless verified.

[SCREENSHOT 9] Plugins — ThomasEfraimLLP.com





Real Testimonials Pro Manage Views | Deactivate	Most Customizable and Powerful Testimonials Showcase Plugin for WordPress that allows you to manage and display Testimonials or Reviews on any page or widget. Version 4.0.0 | By ShapedPlugin | Visit plugin site | Docs | Support | Live Demo
Reviews Feed Pro Elite Support | Settings | Deactivate	Reviews Feeds allows you to display completely customizable Reviews feeds from many different providers. Version 2.6.0 | By Smash Balloon | Visit plugin site
Schema Pro Settings | Deactivate | License	Schema Pro is the go-to plugin to adding Schema Markup on your website with ease. Enables you to display rich snippets on search engines and improve your overall page SEO. Version 2.12.3 | By Brainstorm Force | View details
There is a new version of Schema Pro available. View version 2.12.4 details or update now.	
Simple History Deactivate | Settings	Plugin that logs various things that occur in WordPress and then presents those events in a very nice GUI. Version 5.36.0 | By Pär Thernström | View details | ✨ Upgrade to Premium
Spectra Legacy Settings | Rollback | Deactivate	The Spectra extends the Gutenberg functionality with several unique and feature-rich blocks that help build websites faster. Version 2.20.5 | By Brainstorm Force | View details
Spectra Legacy Pro Deactivate	Enhance Spectra with new features and blocks, as well as extended functionality for existing blocks. Version 1.3.2 | By Brainstorm Force | View details
SureContact – Newsletters, Email Marketing, Automation, Revenue Tracking & CRM Access Dashboard | Deactivate	Send newsletters, set up email automations, manage contacts and track ecommerce revenue in a CRM for WordPress. Version 1.5.5 | By SureContact | View details | ★★★★★
SureCookie Activate | Delete	Real cookie consent for WordPress. Browser-based scanning, smart categorization, strict script blocking, and consent logs stored in your database.



SureCookie Activate | Delete	Real cookie consent for WordPress. Browser-based scanning, smart categorization, strict script blocking, and consent logs stored in your database. Version 1.7.0 | By SureCookie | View details
SureForms Settings | Deactivate	A simple yet powerful way to create modern forms for your website. Version 2.13.0 | By SureForms | View details **Required by:** SureForms Business Note: This plugin cannot be deactivated or deleted until the plugins that require it are deactivated or deleted.
SureForms Business Deactivate	Enhance SureForms with new features and blocks, as well as extended functionality for existing blocks. Version 2.12.3 | By SureForms | Visit plugin site **Requires:** SureForms – Contact Form Builder, AI Forms, Payment Form, Survey & Quiz
SureMail Deactivate | Settings | Setup Wizard	WordPress emails often go missing or land in spam because web hosts aren't built for reliable delivery. SureMail fixes this by connecting to trusted SMTP services, so your emails reach inboxes - no more lost messages or frustrated customers. Version 2.0.3 | By SureMail | View details
SureRank Business Deactivate	Extra SEO features to boost your site's visibility and keep it performing at its best. Version 1.9.0 | By SureRank | Visit plugin site
SureRank SEO Settings | Deactivate	Grow traffic of your website with SureRank - a lightweight SEO toolkit plugin for WordPress users who want better rankings without the complexity. Version 1.10.3 | By SureRank | View details | ★★★★★
Termageddon Settings | Deactivate	Each Termageddon license includes a consent solution. This plugin helps you install the consent solution with ease, while offering additional features.



Termageddon Settings | Deactivate	Each Termageddon license includes a consent solution. This plugin helps you install the consent solution with ease, while offering additional features. Version 1.14.5 | By Termageddon | View details
WP Review Slider Pro (Premium) Add-Ons | Change License | Opt Out | Deactivate | Change Log | Settings	Pro Version - Allows you to easily display your Facebook Page, Yelp, Google, Manually Input, and 80+ other site reviews in your Posts, Pages, and Widget areas. Version 12.7.19 | By LJ Apps | View details
WP Statistics Settings | Docs | Deactivate	Get website traffic insights with GDPR/CCPA compliant, privacy-friendly analytics. Includes visitor data, stunning graphs, and no data sharing. Version 14.16.18 | By VeronaLabs | View details | Visit WordPress.org page | Rate this plugin **Required by:** WP Statistics - Advanced Reporting, WP Statistics - Advanced Widgets, WP Statistics - Customization, WP Statistics - Data Plus, WP Statistics - Marketing, WP Statistics - Mini Chart, WP Statistics - REST API, WP Statistics - Real-Time Stats Note: This plugin cannot be deactivated or deleted until the plugins that require it are deactivated or deleted.
WP Statistics - Advanced Reporting Deactivate	Receive scheduled, graphical reports of your site's statistics. Version 2.7 | By VeronaLabs | View details **Requires:** WP Statistics – Simple, privacy-friendly Google Analytics alternative
WP Statistics - Advanced Widgets Deactivate	Display various statistical widgets using Gutenberg blocks or theme widgets. Version 2.3.6 | By VeronaLabs | View details **Requires:** WP Statistics – Simple, privacy-friendly Google Analytics alternative
WP Statistics - Customization Deactivate	Manage admin menus, change plugin headers, and create white-label products. Version 1.4 | By VeronaLabs | View details



13. WP Statistics

WordPress Statistics should be reviewed to understand website activity during October and identify pages that attract visitor attention.

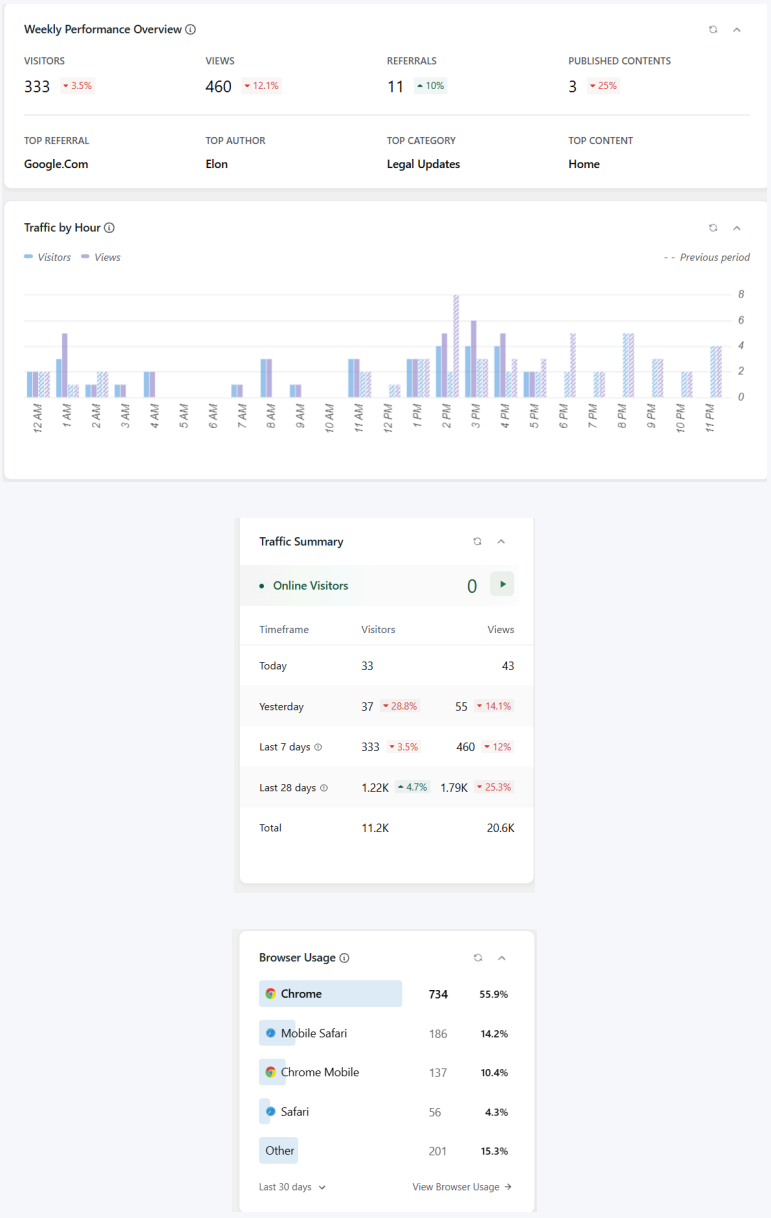
The monthly review should capture available statistics, including:

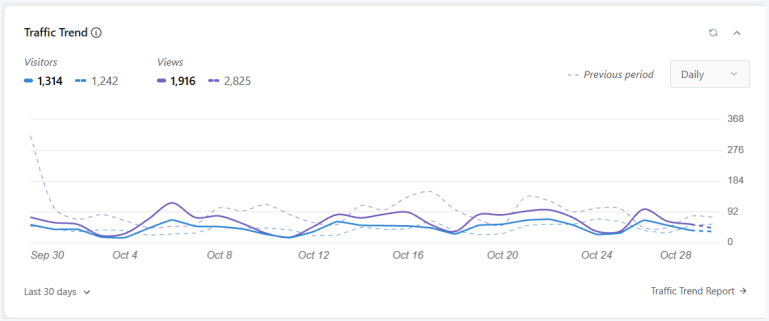
- Total visits or views, according to the dashboard's reporting definitions.
- Most-viewed pages and posts.
- Traffic trends across the reporting period.
- Referral sources, where available.
- Changes in the performance of key service pages.

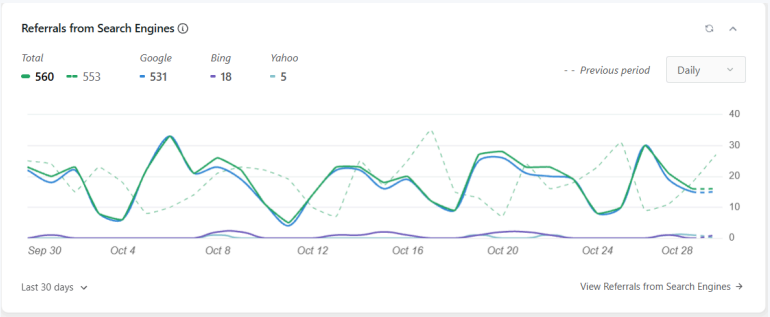
- Potential content opportunities based on pages receiving visitor interest.

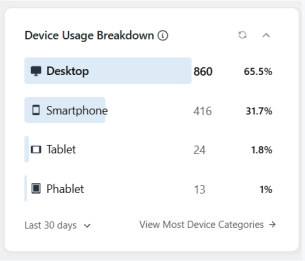
WordPress Statistics and Google Search Console measure different aspects of website activity. WordPress statistics should not be treated as a direct substitute for Google organic search clicks or impressions.

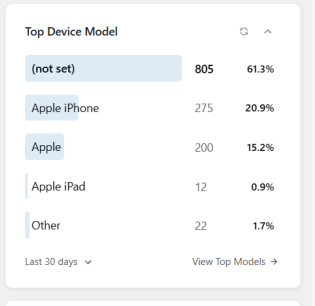
[SCREENSHOT 10] WP Statistics — ThomasEfraimLLP.com

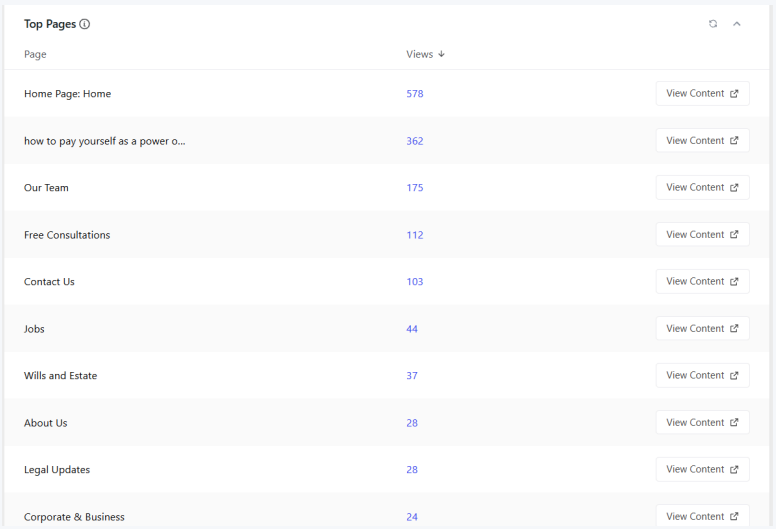



Traffic Trend
Visitors
1,314
1,242
Views
1,916
2,825
Previous period
Daily
368
276
184
92
0
Sep 30
Oct 4
Oct 8
Oct 12
Oct 16
Oct 20
Oct 24
Oct 28
Last 30 days
Traffic Trend Report


Referrals from Search Engines
Total
560
553
Google
531
Bing
18
Yahoo
5
Previous period
Daily
40
30
20
10
0
Sep 30
Oct 4
Oct 8
Oct 12
Oct 16
Oct 20
Oct 24
Oct 28
Last 30 days
View Referrals from Search Engines


Device Usage Breakdown
Desktop
860
65.5%
Smartphone
416
31.7%
Tablet
24
1.8%
Phablet
13
1%
Last 30 days
View Most Device Categories


Top Device Model
(not set)
805
61.3%
Apple iPhone
275
20.9%
Apple
200
15.2%
Apple iPad
12
0.9%
Other
22
1.7%
Last 30 days
View Top Models



Top Pages

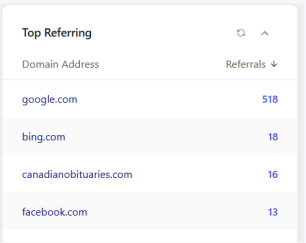
Page	Views	
Home Page: Home	578	View Content
how to pay yourself as a power o...	362	View Content
Our Team	175	View Content
Free Consultations	112	View Content
Contact Us	103	View Content
Jobs	44	View Content
Wills and Estate	37	View Content
About Us	28	View Content
Legal Updates	28	View Content
Corporate & Business	24	View Content



Top Countries

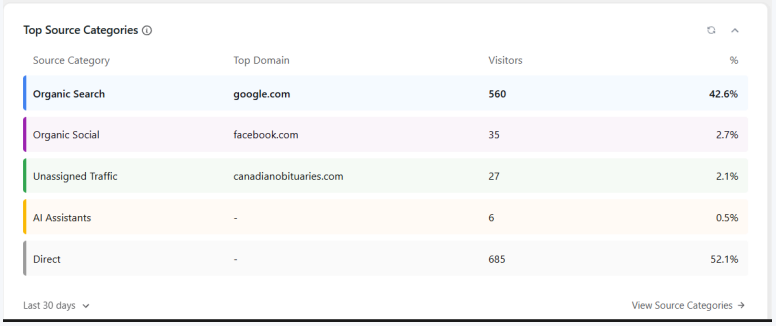
Canada	820	62.5%
United States	253	19.3%
China	111	8.5%
United Kingdom	16	1.2%
Poland	13	1%

Last 30 days — View Top Countries →



Top Referring

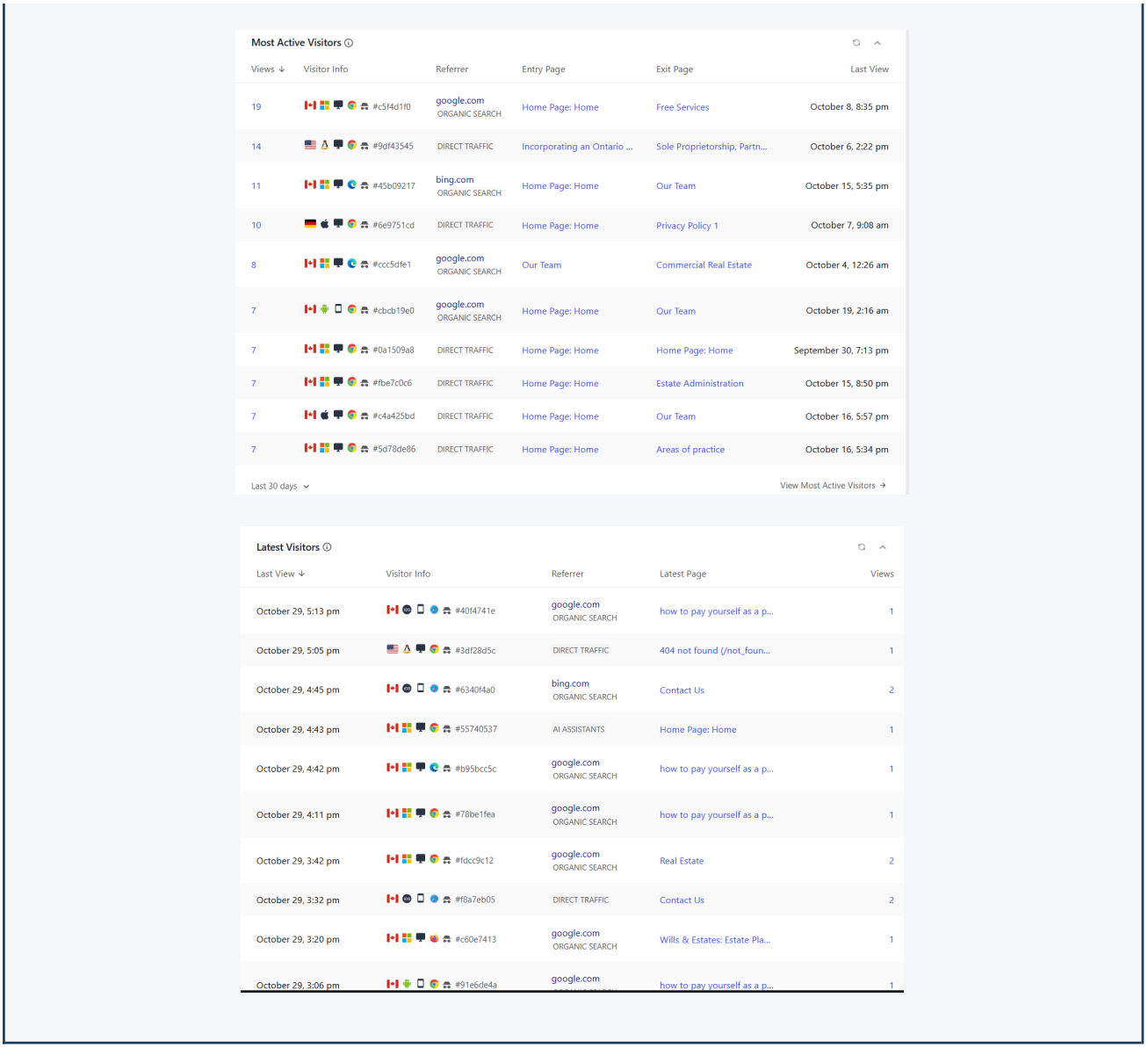
Domain Address	Referrals
google.com	518
bing.com	18
canadianobituaries.com	16
facebook.com	13



Top Source Categories

Source Category	Top Domain	Visitors	%
Organic Search	google.com	560	42.6%
Organic Social	facebook.com	35	2.7%
Unassigned Traffic	canadianobituaries.com	27	2.1%
AI Assistants	-	6	0.5%
Direct	-	685	52.1%

Last 30 days — View Source Categories →



Most Active Visitors

Views	Visitor Info	Referrer	Entry Page	Exit Page	Last View
19	#c5f4d1f0	google.com ORGANIC SEARCH	Home Page: Home	Free Services	October 8, 8:35 pm
14	#9df43545	DIRECT TRAFFIC	Incorporating an Ontario ...	Sole Proprietorship, Partn...	October 6, 2:22 pm
11	#45b09217	bing.com ORGANIC SEARCH	Home Page: Home	Our Team	October 15, 5:35 pm
10	#6e9751cd	DIRECT TRAFFIC	Home Page: Home	Privacy Policy 1	October 7, 9:08 am
8	#ccc5dfe1	google.com ORGANIC SEARCH	Our Team	Commercial Real Estate	October 4, 12:26 am
7	#cbcb19e0	google.com ORGANIC SEARCH	Home Page: Home	Our Team	October 19, 2:16 am
7	#0a1509a8	DIRECT TRAFFIC	Home Page: Home	Home Page: Home	September 30, 7:13 pm
7	#fbe7c0c6	DIRECT TRAFFIC	Home Page: Home	Estate Administration	October 15, 8:50 pm
7	#c4a425bd	DIRECT TRAFFIC	Home Page: Home	Our Team	October 16, 5:57 pm
7	#5d78de86	DIRECT TRAFFIC	Home Page: Home	Areas of practice	October 16, 5:34 pm

Last 30 days

View Most Active Visitors

Latest Visitors

Last View	Visitor Info	Referrer	Latest Page	Views
October 29, 5:13 pm	#40f4741e	google.com ORGANIC SEARCH	how to pay yourself as a p...	1
October 29, 5:05 pm	#3df28d5c	DIRECT TRAFFIC	404 not found (/not_foun...	1
October 29, 4:45 pm	#6340f4a0	bing.com ORGANIC SEARCH	Contact Us	2
October 29, 4:43 pm	#55740537	AI ASSISTANTS	Home Page: Home	1
October 29, 4:42 pm	#b95bcc5c	google.com ORGANIC SEARCH	how to pay yourself as a p...	1
October 29, 4:11 pm	#78be1fea	google.com ORGANIC SEARCH	how to pay yourself as a p...	1
October 29, 3:42 pm	#fdcc9c12	google.com ORGANIC SEARCH	Real Estate	2
October 29, 3:32 pm	#f8a7eb05	DIRECT TRAFFIC	Contact Us	2
October 29, 3:20 pm	#c60e7413	google.com ORGANIC SEARCH	Wills & Estates: Estate Pla...	1
October 29, 3:06 pm	#91e6de4a	google.com	how to pay yourself as a p...	1

14. PageSpeed Insights and Website Performance

PageSpeed Insights should be used to assess mobile and desktop performance and identify opportunities to improve the website's user experience.

The review should include:

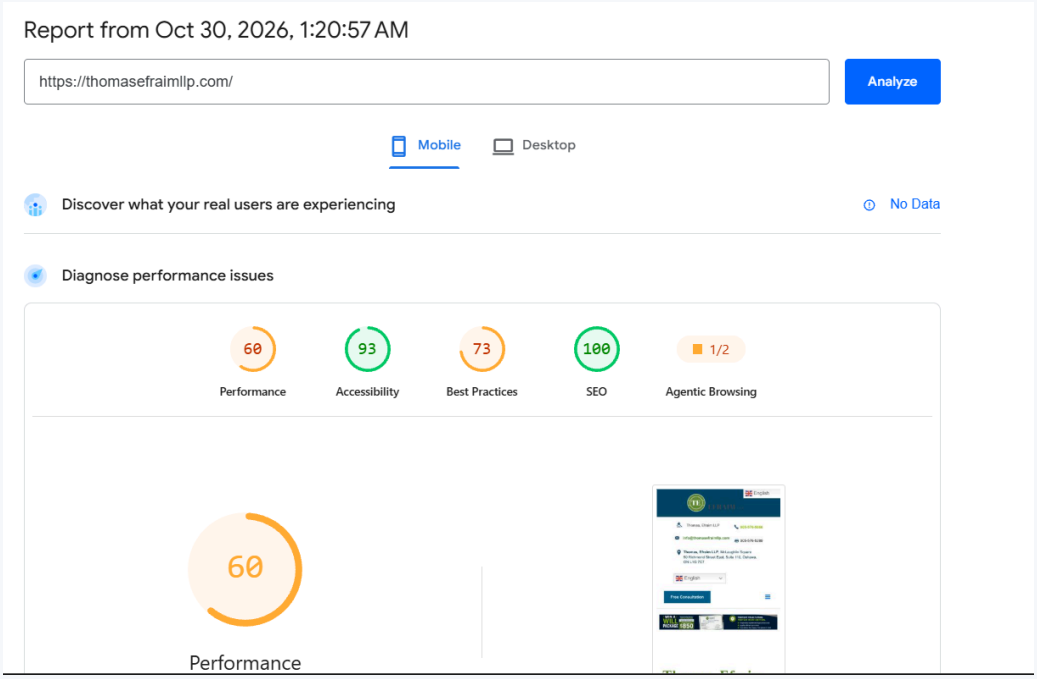
- Performance scores for mobile and desktop.
- Core Web Vitals data, where available.
- Largest Contentful Paint (LCP).
- Interaction to Next Paint (INP).

- Cumulative Layout Shift (CLS).
- Image optimization opportunities.
- Render-blocking resources and unnecessary JavaScript or CSS.
- Caching and server-response improvements.
- Layout stability and mobile usability.

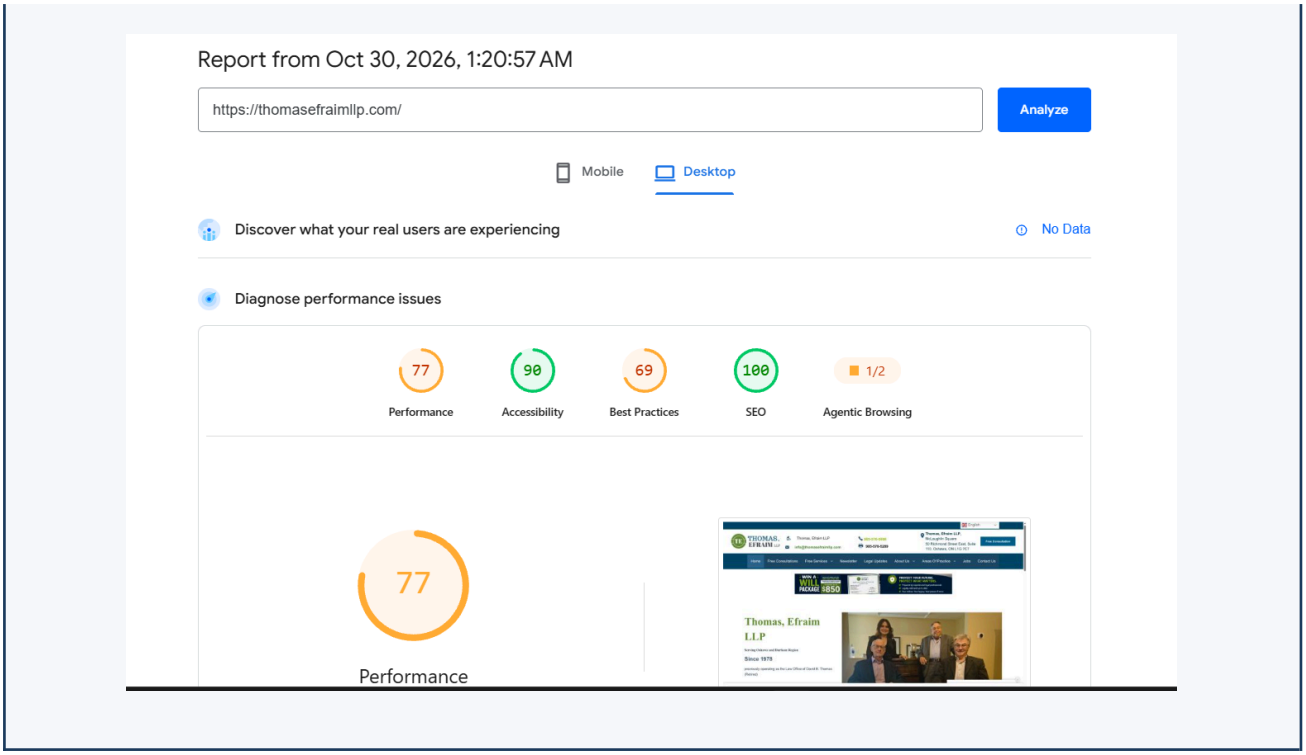
Field data and laboratory test results should be reported separately because they represent different measurement methods.

The report should record the actual scores and any recommendations implemented during October. Scores should not be estimated or described as improved without a valid before-and-after comparison.

[SCREENSHOT 11] PageSpeed (Mobile) — ThomasEfraimLLP.com



[SCREENSHOT 12] PageSpeed (Desktop) — ThomasEfraimLLP.com



15. Schema Markup Review

Structured data should be reviewed to ensure that the website's markup accurately represents the law firm and its content.

The review should consider relevant schema types, depending on the actual implementation:

- Organization or LegalService markup for the firm.
- LocalBusiness-related properties where appropriate and supported.
- WebSite and WebPage markup.
- BreadcrumbList markup on applicable pages.
- Person markup for lawyer profile pages, where appropriate.
- Article markup for eligible informational articles.

The review should verify required and recommended properties, business details, page URLs, logo references, and consistency between structured data and visible page content.

Schema should not be added indiscriminately. The appropriate type depends on the content, Google's eligibility guidelines, and the schema vocabulary. Structured data does not guarantee a rich result or higher ranking.

16. Competitor Traffic and SEO Analysis

Competitor research should help assess the website's relative organic search visibility and identify potential keyword and content opportunities.

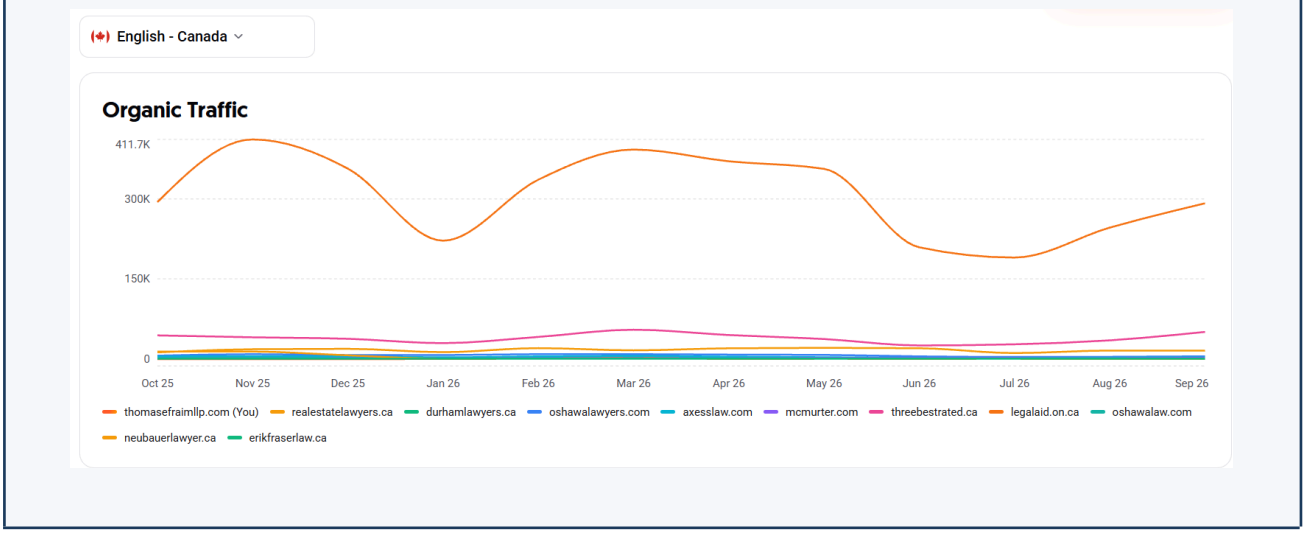
The analysis should focus on relevant law firms competing for similar legal-service searches in Oshawa and Durham Region. Competitors should be selected based on overlapping search terms and service areas, rather than assuming every nearby firm is a direct SEO competitor.

The monthly review should compare:

- Estimated organic traffic.
- Organic keyword counts.
- Ranking keyword opportunities.
- Top organic landing pages.
- Relevant referring domains and backlink opportunities.
- Content topics and search intent.
- Search-result titles and descriptions.
- Areas where competitors have stronger organic visibility.

Tools such as Ubersuggest and other competitor research platforms can provide estimates, but those estimates are not equivalent to competitors' verified Google Analytics or Search Console data.

[SCREENSHOT 14] Organic Traffic — ThomasEfraimLLP.com



17. Ubersuggest SEO Score: Before-and-After Comparison

Ubersuggest provides the principal audit baseline for the two metadata issues addressed during October.

The original screenshot shows:

- 10 pages with duplicate meta descriptions.
- 10 pages with title tags that were too long.

These findings establish the issue baseline but do not display the website's overall SEO score.

Metric	Before optimization	After optimization
Overall Ubersuggest SEO score	Record from original audit	Record from refreshed audit
Duplicate meta description warnings	10 pages	Verify after recrawl
Excessively long title warnings	10 pages	Verify after recrawl
Overall audit trend	Original baseline	Compare refreshed results

The overall SEO score must be taken directly from the Ubersuggest dashboard. The screenshot provided for this report shows issue counts only, so the before-and-after score cannot be calculated from that image.

18. XML Sitemap Review

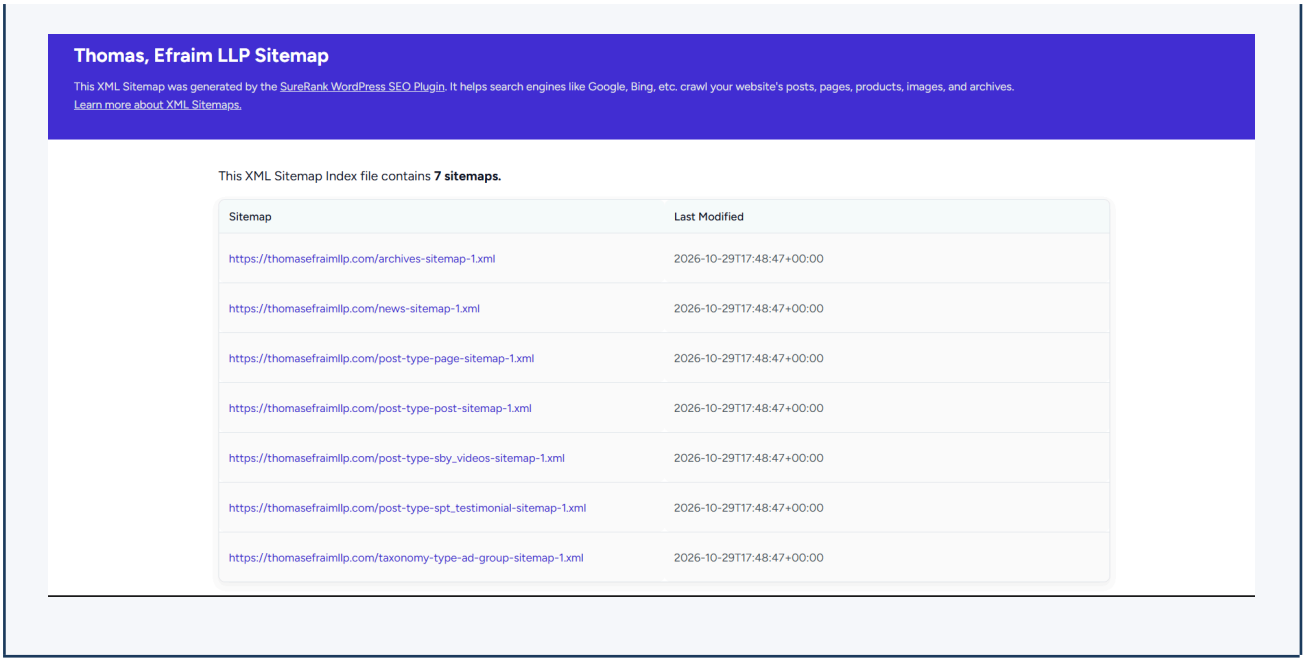
The XML sitemap should be checked to ensure that it is accessible and supports the discovery of the website's intended canonical URLs.

The review should cover:

- Sitemap URL and accessibility.
- Sitemap submission status in Google Search Console.
- Whether important canonical pages are included.
- Whether redirected, broken, or unintended URLs appear in the sitemap.
- Consistency between sitemap URLs and the site's preferred canonical URLs.
- Updated sitemap information after relevant website changes.

The sitemap URL and actual status should be recorded from the live website and Google Search Console. A successful sitemap submission does not guarantee that every listed URL is indexed.

[SCREENSHOT 15] XML Sitemap — ThomasEfraimLLP.com



19. Robots.txt Review

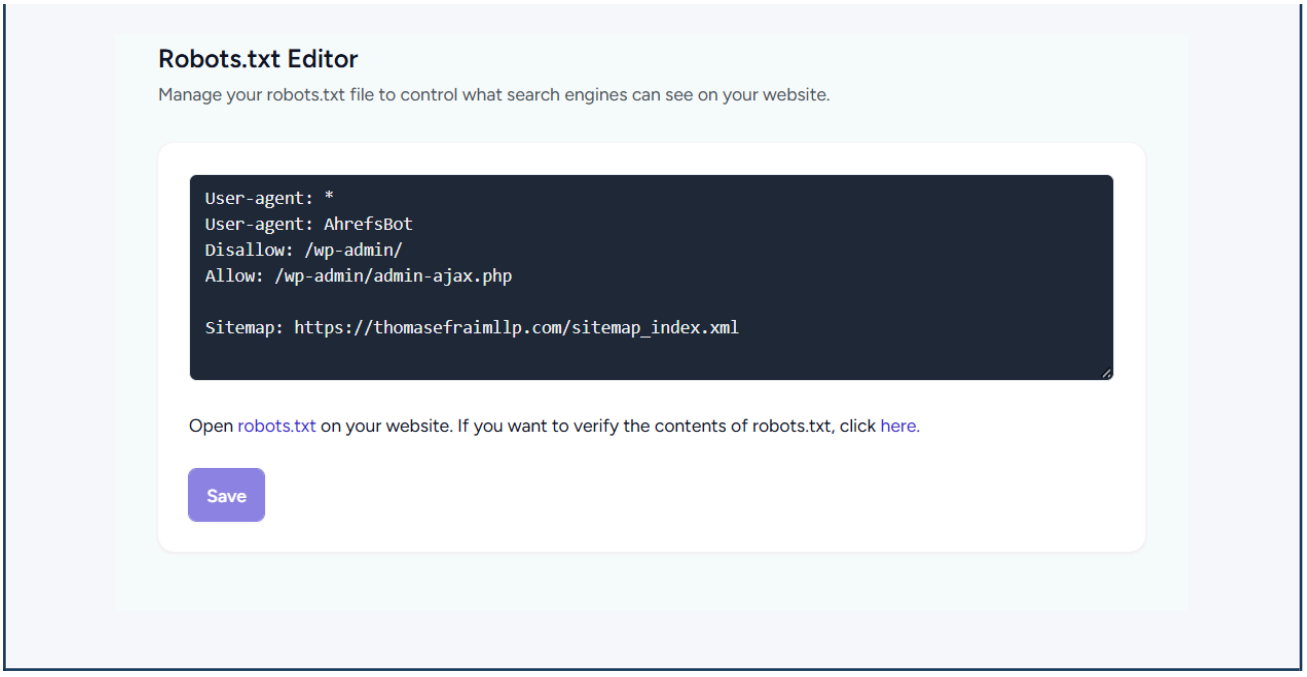
The robots.txt file should be reviewed to determine whether crawling directives are appropriate for the website.

The review should cover:

- Accessibility of the live robots.txt file.
- User-agent rules.
- Disallow directives affecting important pages or resources.
- Sitemap declaration, if present.
- Potential conflicts with the intended crawling of public service pages.
- Any unintended restrictions introduced by website configuration changes.

Robots.txt controls crawling instructions for compliant crawlers; it does not guarantee deindexing or prevent a URL from appearing in search results under every circumstance.

[SCREENSHOT 16] Robots.txt — ThomasEfraimLLP.com



20. Remaining Verification and Monitoring

The metadata corrections have been reported as completed. The remaining reporting step is to verify their results through a fresh crawl and live-page checks.

The following actions are recommended:

1. Run a new Ubersuggest Site Audit.
2. Compare the refreshed issue counts with the original baseline.
3. Confirm that the 10 duplicate-meta-description warnings have been resolved.
4. Confirm that the 10 excessively long title-tag warnings have been resolved.
5. Inspect the live HTML source of the affected pages.
6. Confirm that the correct titles and descriptions are rendered.
7. Check whether any SEO plugin, theme, or template is overriding the updated metadata.
8. Record any remaining issues and prioritize them for the next optimization cycle.
9. Capture screenshots of the final audit results for the monthly report.
10. Review Google Search Console performance as additional data becomes available.

If any warnings remain after the recrawl, investigate the affected URLs individually before marking the relevant audit category as fully verified.

21. Recommended Plan for November 2026

The next monthly SEO cycle should focus on maintaining the improvements achieved in October and identifying any additional opportunities.

- **Metadata monitoring:** Check for new duplicate descriptions and excessively long title tags.
- **On-page optimization:** Review page headings, content relevance, internal links, and image alt text where needed.
- **Technical SEO:** Recheck crawling, indexing, canonicalization, redirects, and broken links.
- **Performance monitoring:** Review PageSpeed Insights and Core Web Vitals.
- **Search performance:** Compare Google Search Console clicks, impressions, CTR, and average position.
- **Keyword tracking:** Monitor relevant keyword rankings and identify pages requiring further optimization.
- **Content quality:** Ensure that important legal-service pages provide useful, accurate, and relevant information.
- **Evidence and reporting:** Maintain before-and-after screenshots and document verified changes for the next monthly report.

22. Conclusion

During October 2026, on-page SEO optimization for ThomasEfraimLLP.com addressed two categories of issues identified by Ubersuggest: duplicate meta descriptions affecting 10 reported pages and excessively long title tags affecting 10 reported pages.

The reported fixes targeted metadata uniqueness, title readability, and page-level relevance. These improvements support a more consistent on-page SEO foundation and help ensure that metadata represents the website's content appropriately.

The original Ubersuggest screenshot provides evidence of the baseline issues. A refreshed audit, supported by manual live-page source checks and updated screenshots, will provide the final confirmation of the results.