

COMPLIMENTARY SCAN SUMMARY

# Website Signal Scan

## Summary Guide

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PREPARED FOR

Tutor Connection ([tutorconnection.co.uk](https://tutorconnection.co.uk))

WEBSITE REVIEWED

<https://tutorconnection.co.uk>

REFERENCE

example-tutorconnection

DATE OF ISSUE

7 June 2026 at 17:44

## 01 · EXECUTIVE BRIEFING

## Summary for the business owner

OVERALL SCORE	ASSESSMENT	PAGES REVIEWED
<b>57/100</b>	<b>Needs improvement</b>	<b>3</b>

Tutor Connection has a credible brand and clear tutoring offer, but the site makes parents work too hard to understand subjects, areas, safeguarding and how to book. Several visible gaps are likely limiting both Google clarity and AI summarisation before enquiries.

This document summarises visible website signals affecting search visibility, AI readability, trust and enquiry performance. It is based on automated review of public pages and structured analysis — not a manual design critique of every layout detail.

## 02 · SIGNAL ASSESSMENT

## Category scorecard

SIGNAL AREA	SCORE	STATUS	ASSESSMENT
<b>Technical SEO</b>	64	<b>OK</b>	Core pages load and are indexable, but metadata patterns are inconsistent and some templates reuse generic titles.
<b>Search clarity</b>	48	<b>WEAK</b>	Headings and page titles do not consistently answer what you teach, who you teach, or where you operate.
<b>Trust signals</b>	52	<b>WEAK</b>	Parents need stronger reassurance on tutor quality, safeguarding and outcomes before they enquire.
<b>Structured data</b>	41	<b>WEAK</b>	Limited schema was detected, so search engines and AI tools may struggle to summarise services accurately.
<b>Enquiry readiness</b>	58	<b>OK</b>	Contact routes exist, but the path from homepage to a confident enquiry is longer than it needs to be.

### 03 · PRIORITY FINDINGS (SUMMARY)

## Highest-impact gaps identified

#### Finding 01

**HIGH · SEARCH**

### Homepage title does not match parent search intent

Homepage title reads like a brand-led tagline rather than '11+ / GCSE tutors in [area]'.

#### RECOMMENDATION

Rewrite the homepage title and H1 around core subjects, levels and service area, keeping the brand at the end.

#### Finding 02

**HIGH · SEARCH**

### No dedicated pages for high-intent subjects

Scanned crawl set did not include standalone pages for Maths tutoring, English tutoring or exam preparation.

#### RECOMMENDATION

Add focused pages for each major subject and exam pathway (e.g. 11+, GCSE, A-Level) with FAQs and proof on each page.

#### Finding 03

**CRITICAL · TRUST**

### Safeguarding reassurance is not visible at the decision point

Safeguarding or tutor vetting copy was not detected adjacent to the homepage enquiry section.

#### RECOMMENDATION

Add a concise 'How we vet tutors' block with DBS checks, interview process and safeguarding policy link next to the main CTA.

#### Finding 04

**MEDIUM · TRUST**

### Testimonials lack subject and outcome context

Review snippets appear generic and are not labelled by subject, level or location.

#### RECOMMENDATION

Reformat testimonials with subject, level, location and one-line outcome (e.g. 'GCSE Maths — grade improved').

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**Finding 05****MEDIUM · STRUCTURED****FAQ content is not structured for search or AI**

Common parent questions appear in body copy but FAQPage schema was not detected.

**RECOMMENDATION**

Publish a visible FAQ section on key pages and add FAQPage schema that matches the on-page questions exactly.

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## 04 · IMMEDIATE ACTIONS

# Quick wins to tackle first

1. Rewrite the homepage title and H1 around subjects, levels and areas you serve.
2. Add a safeguarding and tutor vetting block beside the main enquiry CTA.
3. Create dedicated Maths and English tutoring pages with FAQs and proof.
4. Publish FAQ content with matching FAQPage schema on key pages.
5. Change the primary CTA to a specific next step such as booking a consultation.

### Next step — full strategic review

This summary guide covers the top findings and immediate actions. The paid full review adds a complete findings register, qualitative diagnosis, owner and developer priorities, schema guidance, title recommendations and an implementation roadmap.

Upgrade to the full strategic review (£79) at [sitesignalstudio.co.uk/search-signal-boost](https://sitesignalstudio.co.uk/search-signal-boost).

Your £79 review fee is deducted from any Site Signal Studio website build started within 90 days using the same email or business.

## IMPORTANT NOTES

# Scope and limitations

- Free SEO Scan provides practical website improvement guidance. It does not guarantee rankings, traffic, enquiries, AI citations or rich results.
- Policy and compliance checks are general website signals only and are not legal advice.
- AI-assisted or automated suggestions should be reviewed before publishing.

### Pages reviewed in this scan

1. <https://tutorconnection.co.uk>
2. <https://tutorconnection.co.uk/about>
3. <https://tutorconnection.co.uk/contact>