ClimbMetrics

KEYWORDS REPORT

Sample report: Acme Heating & Plumbing

12 Oct 2026

KEYWORDS TRACKED	IN THE TOP 10	MOVED UP	NOT IN THE TOP 50
10	3 of 10	3	2

This month

3 of your 10 keywords are in the top 10. Since last month, 3 moved up and 1 moved down, and 1 fell out of the top 50.

- Biggest climb: "gas safety certificate kent" moved up 6 places, from #18 to #12.
- Biggest fall: "central heating installation kent" moved down 7 places, from #11 to #18.
- No longer in the top 50: "combi boiler cost 2026".
- Example Rival Co is ahead of you on 5 of 6 keywords compared.
- Demo Heating Ltd is ahead of you on 3 of 5 keywords compared.
- Sample Southern Heating is ahead of you on 0 of 4 keywords compared.
- Search Console, last 90 days: 5,200 impressions and 188 clicks across 6 of your keywords.

Closest to page one

"gas safety certificate kent" (#12), "central heating installation kent" (#18) sit just off page one, so they are your best chances to move up.

Your rankings

Keyword	Position	Last month	Change	Searches a month	Trend
emergency plumber canterbury Top: #1 acme-heating.co.uk #2 example-rival.co.uk	#2	#3	+1	about 480+ a month	
boiler repair canterbury Top: #1 example-council.org.uk #2 sample-directory.co.uk	#4	#7	+3	about 120+ a month	
boiler servicing kent Top: #1 example-rival.co.uk #2 example-guides.co.uk	#7	#7	0	*100 to 500 (AI estimate)*	
gas safety certificate kent Top: #1 demo-listings.co.uk #2 example-rival.co.uk #3 demo-heating.co.uk	#12	#18	+6	*100 to 500 (AI estimate)*	
central heating installation kent Top: #1 demo-heating.co.uk #2 sample-directory.co.uk	#18	#11	-7	*Under 100 (AI estimate)*	
landlord gas safety check Top: #1 example-council.org.uk #2 demo-listings.co.uk #3 example-rival.co.uk	#24	-	New	*500 to 2,000 (AI estimate)*	-

Keyword	Position	Last month	Change	Searches a month	Trend
underfloor heating installer Top: #1 demo-heating.co.uk #2 example-guides.co.uk	**#31**	-	**New**	1,400 seen (page 2 or lower)	
air source heat pump grants Top: #1 example-council.org.uk #2 example-regulator.org.uk	Not top 50	-	-	*2,000+ (AI estimate)*	-
combi boiler cost 2026 Top: #1 example-guides.co.uk #2 example-savings.co.uk	Not top 50	#9	**Out**	*500 to 2,000 (AI estimate)*	
plumber whitstable	Not checked	-	-	-	-

How you compare with your competitors

#N is their position on Google UK. 50+ means outside the top 50. ? means not checked yet. Red means they are ahead of you.

Keyword	You	Example Rival Co	Demo Heating Ltd	Sample Southern Hea..
emergency plumber canterbury	**#2**	#9	#4	?
boiler repair canterbury	**#4**	**#2**	#6	50+
boiler servicing kent	**#7**	**#3**	**#5**	#11
gas safety certificate kent	**#12**	**#5**	**#8**	50+
central heating installation kent	**#18**	**#14**	**#1**	#22
landlord gas safety check	**#24**	**#9**	?	?

Sites that keep appearing for your keywords

Taken from the real top 10 of your own keyword checks, so these are the sites actually competing for your searches. Social networks, directories and big platforms are left out.

- example-rival.co.uk: in the top 10 for 6 of 10 keywords, best #2.
- demo-heating.co.uk: in the top 10 for 7 of 10 keywords, best #1.

Your own name

These keywords are your business name. Ranking for it says little about your SEO, so it is not counted in your scores.

- "acme heating": #1

Positions are from Google UK (top 50) at the last check. In "Searches a month", "about N+" is measured from your Search Console and is a floor (at least that many). "AI estimate" is a rough band that is not measured and is never used in your scores. 3 sample keywords are left out.