



Encool.co.uk: SEO audit and recommendations

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Summary

Encool has strong foundations: a specialist product range, genuine trade credibility, and a keyword landscape with clear commercial intent and modest competition. The current Webflow build, however, ships with template-level defects (broken link labels, staging-domain links, duplicate titles, competitor copy) that undermine both conversions and crawling. The redesigned build supplied alongside this document pre-fixes everything in sections 2–3. Section 4 lists what to do next, in priority order.

1. Keyword-to-page mapping

Every target keyword now has a designated page. One cluster (trade supplier) has no dedicated page yet, see recommendation 4.1.

Keyword cluster	Primary page	Status
wine cellar cooling units UK / cooling systems / conditioning unit / conditioner	Homepage + /products/	Optimised in rebuild
ducted wine cellar cooling system	/ducted-split-cooling-units/	Optimised in rebuild
ductless split / split system wine cellar cooling	/ductless-split-cooling-units/	Optimised in rebuild
through the wall wine cellar cooling unit	/through-the-wall-cooling-units/ + JT-20	Optimised in rebuild
self contained unit / wine cabinet cooling unit / wine wall cooling system	/luxury-wine-cabinets/ + HSN-JC8 + wine walls	Optimised in rebuild
commercial wine cellar cooling / restaurant wine room / hospitality display	/topics/commercial-wine-cellar/	Optimised in rebuild
under stairs wine cellar cooling	/topics/under-stair-cellar/	Optimised in rebuild
air conditioning for wine cellars / wine cellar climate control UK	/applications/ + FAQ + blog	Supporting coverage
trade supplier / wholesale / installers / distributor / trade account / HVAC contractors / refrigeration engineers	About + Contact (interim)	NEEDS DEDICATED /trade PAGE, see 4.1

2. Critical issues on the current site (all fixed in the rebuild)

Issue	Severity	Impact
Every CTA/button labelled "View office address" (broken Webflow symbol), sitewide	Critical	Conversions, accessibility, Google link context
Staging-domain links (encool-60e05b.webflow.io) on all four category pages	Critical	Leaks users/equity to a non-indexed staging site
Calculator page recommends "Wine Guardian" (a competitor) with US copy	Critical	Brand trust, wrong-market signals
/blog/small-wine-rooms duplicates the insulation post's title + meta	High	Duplicate titles suppress both posts
sitemap.xml served as unparseable binary RSS	High	Search engines can't read the sitemap
7 of 29 pages missing an H1; /applications missing meta description; generic titles on topic pages ("Ecool" brand typo in all of them)	High	Weak relevance signals on money pages
Nav dropdown links contain stray spaces → duplicate URLs crawled	Medium	Crawl waste, split signals
Nearly all images missing alt text	Medium	Image SEO + accessibility
Footer {{year}} unrendered; footer links to #; no privacy/terms pages despite consent checkbox referencing them	Medium	Trust, compliance
Placeholder content visible ("This is the default text value", stray div-block slider); empty topic pages (wine cabinets, non-wine)	Medium	Quality signals, user trust
Spec-table errors (Humidity unit "°C", stray quotes, VHSN models labelled HSN); conflicting noise figures; ~20 typos incl. brand spelled three ways	Medium	Trust with trade buyers, E-E-A-T
Blog posts future-dated (May/June 2026 dates); no blog index page	Low	Freshness signals, orphaned content

3. What the rebuild ships with (pre-optimised)

- Unique, keyword-mapped title tags (≤ ~60 chars), meta descriptions (140–160 chars) and exactly one H1 on all 30 pages, per the mapping in section 1.
- Structured data: Organization + WebSite (home), Product schema on all 8 product pages, FAQPage schema (21 Q&As), Article schema on both posts, BreadcrumbList sitewide.
- FAQ modules sitewide: relevant common questions now appear on the homepage, category, product, application and calculator pages (23 pages), each linking to the central FAQ. FAQ structured data is kept on the FAQ page only, to avoid duplicate markup.

- Descriptive alt text on every image; lazy-loading below the fold; clean semantic HTML (WCAG-friendlier: skip link, aria labels, keyboard-accessible menus).
- Internal linking: category pages ↔ product pages ↔ application topics ↔ blog posts, plus breadcrumbs. Every page is reachable within two clicks; new /blog/index so posts are no longer orphaned.
- Valid XML sitemap and robots.txt; canonical tags on every page; no staging links, placeholder text, dead # links or duplicate URLs.
- Rebuilt UK-metric calculator recommending Encool units (competitor copy removed); FAQ de-duplicated; all typos and brand-spelling inconsistencies corrected; British English throughout.
- Two previously empty topic pages (wine cabinets, non-wine applications) built out with honest content and product links.

4. Recommendations (prioritised)

4.1 Quick wins (first 2 weeks)

1. Create a dedicated /trade page targeting the trade-supplier cluster (wine cellar cooling trade supplier UK, wholesale, for installers, distributor, trade account, HVAC contractors, refrigeration engineers). Include a trade-account application form, trade pricing/support benefits, and link it from the header. This is the only keyword cluster without a home and it's Encool's highest-value audience.
2. Set up Google Search Console + Bing Webmaster Tools, submit the new sitemap, and set up GA4. Nothing can be measured without this.
3. Create Google Business Profile for the Horley, Surrey address. Supports "UK"-modified searches and Maps visibility.
4. Publish real Terms and Privacy Policy pages (the contact form's consent checkbox currently references pages that don't exist, which is a compliance issue as well as an SEO trust issue).
5. Compress oversized CDN images (e.g. ~900 KB blog cover) to under ~300 KB; keep the .avif/.webp formats already in use.

4.2 Medium term (1–3 months)

1. Warranty and support content: the FAQ promised warranty answers that don't exist. Publish a warranty page/section. High-trust content for both buyers and rankings.
2. Replace Australian (-AUS) manuals with UK editions and add per-model datasheets. Strengthens "for installers/engineers" relevance and time-on-page.
3. Case studies/projects section: one page per installation (e.g. with Cellar Maison) with photos, cellar size, unit specified. Targets long-tail queries and earns partner backlinks.
4. Real product photography for HSN-J60/J90/J150 (currently share one render) and the VHSN-J15 gallery (unnamed placeholder files).
5. Correct blog post dates and set a monthly cadence against remaining long-tail terms: wine cellar cooling installation cost UK, wine cellar humidity control, glass wine wall cooling, plant room ventilation for split systems.

4.3 Ongoing

1. Backlinks: partner links (Cellar Maison, RDA Architects), Houzz/architect directories, trade bodies (B&ES/REFCOM-adjacent directories), and supplier listing on THENOW Air's site.
2. Collect Google reviews via the Business Profile; once genuine reviews exist, testimonials can carry Review schema (don't mark up the current unverifiable quotes).
3. Monitor Core Web Vitals in Search Console after launch; Webflow hosting is generally fast, but watch image weight on gallery-heavy product pages.

5. Measurement targets

- Month 1: all 30 pages indexed; zero coverage errors in Search Console.
- Month 3: page-one visibility for low-competition long-tails (under stairs wine cellar cooling, wine cellar cooling trade supplier UK once /trade exists).
- Month 6: top-5 for core commercial terms (ducted/ductless/through-the-wall clusters); measurable trade-account enquiries attributed to organic.