

Monthly SEO Keyword Analysis & On-Page Optimisation Report									
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Client:	Enable Path Support Services
Website:	https://enablepathsupportservices.com.au/
Reporting Month:	September
Prepared By:	HM Shaon (Digital Marketer & SEO Expert)
Primary Location:	Bellbird Park, Australia
Industry/Niche	Disability Services / NDIS Support Services
1. Executive Summary	During September, the SEO campaign focused on improving keyword visibility, strengthening on-page relevance, targeting high-value search terms, and improving content for both traditional search engines and AI-powered search.
2. Keyword Research & Analysis	https://docs.google.com/spreadsheets/d/142pSE3uPFu_lhy_Y_hEMqKl8sOQ5u3FBceGHjN0AZa8/edit?gid=0#gid=0
3.On-Page SEO Optimisation Completed	https://docs.google.com/spreadsheets/d/142pSE3uPFu_lhy_Y_hEMqKl8sOQ5u3FBceGHjN0AZa8/edit?gid=1805923810#gid=1805923810
4. Focus Optimisation Activities	This month, the following on-page element status
	SEO title
	Meta description
	H1 heading
	H2–H5 heading structure
	Primary keyword placement
	Secondary keyword placement
	Semantic keywords
	Search intent alignment
	Content readability
	Content depth
	Internal linking
	Image alt text
	URL structure
	Keyword cannibalisation
	Call-to-action placement
	Local SEO signals
	FAQ content
5.GEO / AI Search Optimisation	Generative Engine Optimisation was incorporated into content to improve the website's ability to provide clear, useful information for AI-powered search experiences.
GEO Activities	Added direct-answer paragraphs
	Added conversational questions
	Added FAQ sections
	Improved entity and service descriptions
	Added location-specific information
	Strengthened topical authority
	Used natural semantic relationships
	Improved factual clarity
	Structured content with descriptive headings
	Added concise answers to common user questions
Target AI Search Questions	Examples:
	What NDIS services are available in Bellbird Park?
	How do I choose an NDIS support provider?
	What does NDIS daily living support include?
	How can NDIS disability support help with independence?
	Where can I find NDIS support services in Bellbird Park?
6. Local SEO Optimisation	For local businesses, local search visibility was reviewing for:
	Business name consistency
	Location keywords
	Service-area keywords
	Local landing pages
	Contact information
	Local relevance
	Google Business Profile alignment
	Location-based content
	Local internal links
Target Locations	Bellbird Park
	Ipswich
	Brisbane
Local Keywords	NDIS services in Bellbird Park
	NDIS provider Bellbird Park

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