

SOLAR2POWER · MONTHLY CARE

Website & SEO Care Plan

Keeping the site healthy month to month, plus a 6-month roadmap for local search, built around the areas and projects the site already has real work to show.

The plan

One monthly package: the site's technical health kept in check, plus a focused push on local search visibility, where the biggest opportunity currently sits.

WEBSITE & SEO CARE

€250 / month

Minimum 6-month commitment

- Monthly technical health check: broken links, slow pages, missing image descriptions, redirect issues
- Basic uptime & security monitoring
- Simple monthly summary report
- Fixes included as part of the package, not quoted separately

On top of the technical care above, the first few months also include a focused local SEO push, covered on the next page: real location pages, a keyword target list, and Google Business Profile guidance. This isn't a recurring monthly deliverable, it's a one-time head start where it matters most right now.

Your monthly report

A short, plain-English summary sent at the start of each month:

- What was checked, what was found, and what was fixed
- Current site health at a glance
- A basic traffic snapshot: visits and top pages for the month

Local SEO: where the site has real, untapped opportunity

The site's footer already lists over 20 Algarve towns, but every one of them currently links to a placeholder, not a real page. That's the single biggest gap in local search right now.

Real location pages

A handful of proper pages, built around installations already completed in those areas, so there's genuine substance behind each one, not filler text:

- Solar Panels in Albufeira, built around existing project work there
- Solar Panels in Loulé, the area with the most completed installations to draw on
- Solar Panels in Porches, another area with multiple real projects
- Each page links directly to the matching project pages, which also strengthens internal linking across the site, an issue Ahrefs has flagged separately

Keyword targets

Search terms the site will be built and written toward, based on what people actually search before buying or researching solar in the Algarve:

- **Commercial + local:** "solar panels algarve", "solar panel installation [town]", "solar battery algarve", "EV charger installation algarve"
- **Informational:** "how much do solar panels cost algarve", "is a solar battery worth it", "solar panel maintenance"
- **Branded:** "solar2power", to make sure the site holds the top spot for its own name

Google Business Profile guidance

For a local business, the map results above the standard search listings often bring in more calls than organic search alone. This doesn't need code changes, just:

- Confirming the profile has the right category, service area, and up-to-date details
- Adding real project photos instead of stock images
- A simple process for asking happy customers to leave a review

Easy backlink opportunities

A few low-effort, high-relevance links worth pursuing, rather than a broad outreach campaign:

- algarvedailynews.com, a local news site (currently shows up as a competitor in keyword data, but is actually a strong candidate for a feature article or press mention)
- DGEG-licensed installer directories, if a public listing exists
- Local business associations and, where relevant, estate agents or builders who could refer clients

The 6-month roadmap

Sequenced to fit inside the plan's normal monthly hours, no extra charge for this initial push. Order is built around where real project work already exists, so nothing is written from a blank page.

Month 1

Foundation & Google Business Profile

- Google Business Profile audit: category, service area, description, and photos updated with real project images
- Baseline snapshot recorded: current rankings, Domain Rating, referring domains, and site health, to measure everything else against
- Local area page #1: **Solar Panels in Loulé**, built around the area with the most completed projects to draw on
- Standard monthly technical health check and fixes

Month 2

Second location page & press outreach

- Local area page #2: **Solar Panels in Albufeira**
- Internal linking pass: both new location pages linked from the footer, homepage, and the matching project pages, replacing the old placeholder anchors
- First outreach to local publications (Algarve Daily News, Portugal Resident) about a feature or press mention
- Standard monthly technical health check and fixes

Month 3

Third location page & reviews push

- Local area page #3: **Solar Panels in Porches**
- A simple process set up for asking recent happy customers to leave a Google review
- First progress check against the Month 1 baseline: rankings, referring domains, and traffic so far
- Standard monthly technical health check and fixes

Month 4

Content strengthening

- One project write-up: either a newly completed installation, or the most-visited existing project page given more depth
- Follow-up on any press outreach from Month 2
- Standard monthly technical health check and fixes

Month 5

Review & refine

- Check which of the three location pages are gaining traction in Search Console, and adjust the weaker one (title, content, internal links)
- Google Business Profile check-in: review count, photos, and any customer questions needing a reply
- Standard monthly technical health check and fixes

Month 6

Six-month review

- Full comparison against the Month 1 baseline: rankings, keywords, Domain Rating, referring domains, and organic traffic
- A plain conversation about what to do next: keep the current pace, add a fourth location page, start a monthly blog, or shift focus based on what the data actually shows
- Standard monthly technical health check and fixes

What gets tracked, every month

Two sources: Google's own tools, and Ahrefs for everything Google doesn't show directly.

At the Google level

Directly from Google Search Console and Google Business Profile:

- **Indexing status:** whether new and changed pages have actually been picked up by Google, and any pages Google can't or won't index
- **Search performance:** impressions, clicks, and the real phrases people type that lead to the site
- **Google Business Profile activity:** profile views, review count and rating, and any new customer questions
- **Fast re-indexing:** changed pages submitted via IndexNow so Google notices updates sooner rather than waiting for its own schedule

At the Ahrefs level

A full crawl of the site each month, plus its own view of the wider web:

AUTHORITY & BACKLINKS

- Domain Rating and URL Rating trend over time
- Total backlinks and referring domains, tracked for new links gained and any lost
- Progress on the named local competitors (solar-algarve.com, enfsolar.com)

SEARCH VISIBILITY

- Total ranking keywords, and how many sit in the top 3 positions
- Rankings specifically for the target terms agreed for this plan, town by town
- Where competitors are ranking for terms solar2power.pt isn't yet

TECHNICAL HEALTH

- Overall site health score, tracked month to month
- Anything flagged, by severity: errors, warnings, and lower-priority notices
- Broken links, missing image descriptions, and redirect issues, fixed as part of the monthly check

TRAFFIC

- Visits and where they came from: direct, organic search, social, or internal navigation
- Which pages, including the new location pages, are actually pulling visitors

Payments & possible extra costs

What's fixed every month, and the handful of things that could come up separately.

Monthly payment

- €250 per month, billed monthly, invoice issued once payment is received
- Minimum term of 6 months, matching the roadmap on the previous page
- The local SEO push (location pages, Google Business Profile work, keyword targeting) is included at no extra charge, worked into the normal monthly hours rather than billed as a separate project

Possible extra costs

Nothing here is committed to or assumed. These are simply things that could come up over the 6 months, flagged now so there are no surprises if they do:

- **Featured articles or press placements:** local publications like Algarve Daily News or Portugal Resident sometimes charge a fee for a guaranteed feature or sponsored placement, separate from a genuine editorial mention. If an opportunity like this comes up, the cost would be the publication's own rate, shared and agreed before anything is committed
- **Paid tools:** the monitoring in this plan runs on tools already in use. If a specific need comes up for something beyond that (a premium feature, a specialised tool for a particular task), the cost would be shared upfront rather than added to the invoice unannounced
- **Additional location pages:** the roadmap covers three towns in the first three months. A fourth or fifth page, or a faster pace than one a month, would be scoped and quoted separately from the base plan

The plan and pricing above cover an initial 6 months. At the Month 6 review, the two paths are simply: keep going as-is with a fresh set of priorities, or adjust the plan (more hours, more location pages, a monthly blog) based on what the data has actually shown by then.