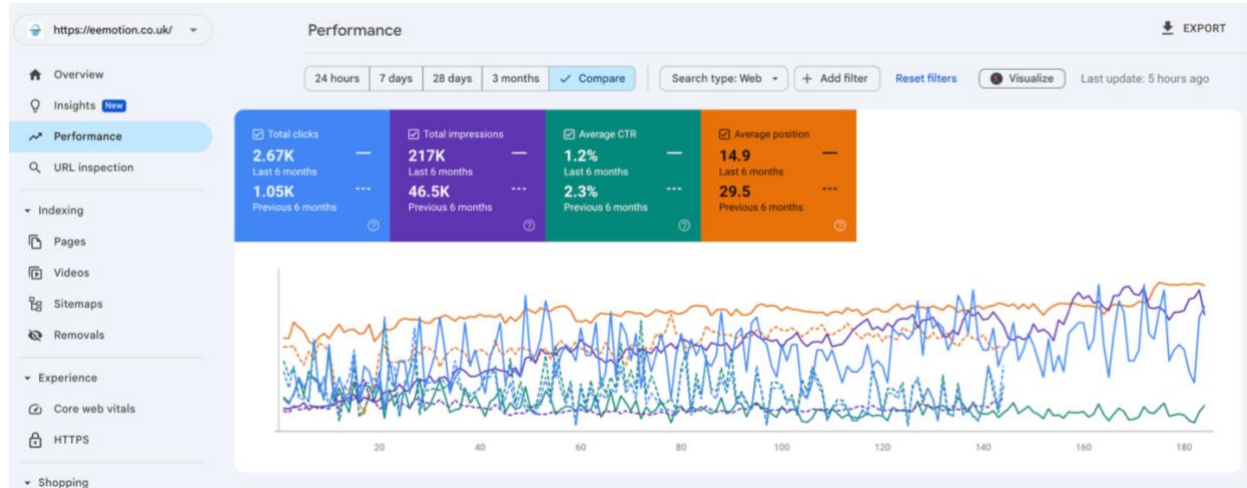


eemotion.co.uk – From Technical Debt to Exponential Growth



Client & The Initial Challenge

Industry: E-commerce / Specialized Retail (Mobility & E-scooters)

The Problem: The client's website was technically sound on the surface, but a deep audit revealed significant **technical debt** and **Core Web Vitals failures**. This hidden foundation issue led to **stagnant organic traffic**, low search visibility, and keywords failing to move past the third page of Google. They were ready for growth but needed the technical roadblocks removed first.

Our Comprehensive Solution

We implemented a two-phase strategy to first fix the foundation, then accelerate visibility.

Phase 1: Technical SEO and Foundation Repair

Our focus was on making the site perfectly crawlable, indexable, and fast passing Google's strict quality checks.

- **Core Web Vitals Optimization:** Intensive work on server response, code, and image delivery to achieve **near-perfect PageSpeed Insights scores** across Performance, Accessibility, Best Practices, and SEO.
- **Indexing Health:** Resolved critical indexing errors that prevented pages from being found by Google.

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