

WorkSafe.ie

Month 2 Growth & Promise Report

From rescue to ranking momentum

This report shows what has been secured in Month 1, the search opportunity that creates, and the clear delivery path for Month 2.

Month 1 snapshot

14

Authority Score

1

Backdoor hack
removed

~3,000

Bot accounts cleared

4

Security tools
deployed

5

High-DR directory
citations

Remove
d

Course price
references

The promise

Month 1 took WorkSafe.ie from a hacked, bot-flooded, low-authority site to a clean, defended and rising one. Month 2 turns that foundation into visible search growth: stronger priority pages, better indexing, clearer local targeting and measurable ranking movement.

Month 1 — What was delivered

Each week built the foundation that makes Month 2 growth possible. The numbers below are real work completed on the live site.

Week 1: Backdoor hack & malicious files removed

- Removed a live backdoor hack and malicious files located throughout the WordPress install.
- WorkSafe.ie is no longer running on a compromised site.
- Google, browsers and customers are no longer at risk of being flagged, blacklisted or warned away from the domain.

Week 2: ~3,000 bot accounts cleared & site hardened

- Cleared out nearly 3,000 fake bot accounts from the database.
- Deployed four separate security tools: firewall, malware scanning, login protection and bot/spam filtering.
- Reports, email lists and analytics numbers are now based on real users, not bot noise.

Week 3: High-DR directory citations built

- Created 5 high Domain Rating, well-trusted directory listings for WorkSafe.ie.
- These citations lift online reputation and Domain Rating — the trust signal Google uses before ranking a site.
- More trust directly supports rankings for Safe Pass, Manual Handling and the other commercial searches that drive enquiries.

Month 2 — Delivery path and expected results

Week 4 kicks off the SEO work on the main pages of the website. Safe Pass, Manual Handling and the other core service pages are rewritten, restructured and optimised so Google can match them to the searches that drive enquiries. From there, every following week keeps building on that same foundation — all pages will continue to be SEO'd, week after week.

When	What will happen	Expected result
Week 4 (starts here)	The main pages of the website are fully SEO'd — Safe Pass, Manual Handling and the other core service pages are rewritten and optimised for search.	Priority pages become eligible to rank, recrawl is triggered, and the first signs of keyword movement begin.
Week 5	Location targeting and internal links are expanded.	More pages become eligible to rank for local searches.
Week 6	FAQ/schema and conversion sections are strengthened.	Better search snippets and clearer enquiry paths.
Week 7	Competitor gaps are filled with supporting content.	Broader keyword coverage beyond the current small footprint.
Weeks 8-9	Performance is reviewed, wins are doubled down, and weak pages are adjusted.	A clearer trend line for rankings, traffic and booking enquiries.

Expected signs of improvement

- Within 1-2 weeks of Week 4 changes: priority pages should be recrawled and early ranking movement should begin to show.
- Within 3-5 weeks: the clearest pages should show a stronger trend in impressions, ranking positions and keyword coverage.
- By the end of Month 2: there should be a clearer view of which pages are responding fastest and where the next growth push should focus.

Closing message: the site is now secure, the audience data is clean, and the authority base is rising. Month 2 is where that work starts showing up in search results, enquiries and bookings.