



What we recommend for your website

Fysio Hartveld · physiotherapy and personal training · fysiohartveld.nl

Research dated 11 September 2026 · follow-up to the scan of 3 September

With view access to Search Console

Example report. Fysio Hartveld is a fictional practice. The client's answers, the figures and the competitors are example data and not measurements that were actually carried out.

Your goal. Two extra new clients a week, preferably athletes. And being found by people in the region who do HYROX. We do not promise a number of new clients.

The direction. Become the practice for athletes in Alphen, not yet another general physiotherapy practice. The practices we examined lack a dedicated page on sports injuries, HYROX, dry needling and the reimbursement question. Your reviews mention exactly those topics.

- 1 Five pages that each answer a question.** Sports injuries, HYROX training, reimbursement and rates, knee injury from running and dry needling. Content pillar.
- 2 A fast site you manage yourself.** Built around the causes of the 6.4 seconds on a phone. Technology pillar.
- 3 Accurate details and more reviews.** Updating your Google Business Profile and Bing Places is part of the project. We advise on ZorgkaartNederland and ZorgKiezer (Dutch healthcare portals); you ask for reviews yourself. Authority pillar.

1 Your question

From the video call of 5 September and your portal.

What you want	What this means for your website
Being found for sports injuries and HYROX.	The ten keywords were chosen with that focus in mind, not for volume.
Keeping your own photos and your text about how you work.	The new pages start from your own material.
Being able to make changes yourself and a site that is faster on a phone.	Managing it yourself is a requirement for the build route (chapter 4).
No monthly costs and no dependency.	No compulsory maintenance subscription with us. You pay for hosting, the domain and any licences separately. In WordPress you edit your text and photos yourself.

2 The advice

The key measures per pillar, with the evidence alongside.

Content

We recommend five new pages on sports injuries, HYROX training, reimbursement and rates, knee injury from running and dry needling. For most of the topics we examined, we found no page at the practices we compared that answers the question. On 11 September neither tool found you for the chosen keywords. On 3 September hyrox training alphen (47) and sportfysiotherapie alphen (61 and 58) were still within the first hundred. These are the same search terms. Why the two measurements differ has not been established.

0 of 10 keywords with a position (not found in the dataset)

4 of 6 topics without a local page

7 of 60 AI answers mention you (our own count)

0 of 60 answers link to your website

You named FysioMaxima and MoveOn as competitors. In the AI answers, Fysio Gouwestad and Fysio de Ridder come out stronger than MoveOn.

Sources: Ahrefs and Semrush, Netherlands database, 11 September 2026. Search Console with view access, 0 clicks and 31 impressions in 28 days, all for your practice name. Our own AI test with three questions on five platforms, repeated four times. Example data.

Technology

We tackle large photos, extra fonts, the chat window and old scripts. Then we measure the speed again. The measurement identifies these four as the causes of the slow loading on a phone. We do not say in advance what speed this will achieve.

6.4 s to the main content, mobile

3.4 MB in 68 requests

2.5 s benchmark

Sources: Lighthouse via PageSpeed Insights and GTmetrix, 11 September 2026, homepage, middle result of three measurements. The causes come from the GTmetrix waterfall chart. Example data.

Authority

We update your Google Business Profile and Bing Places as part of the project. We advise on other listings such as healthcare portals, just as we do on collecting reviews. You ask for reviews yourself and we cannot promise listings on other sites. Referring domains are your biggest gap, against 402 to 511 at the practices we compared. The number alone does not explain visibility. Praktijk Rijnzicht has 486 and gets 19 visitors a month according to Ahrefs. That is why we look at relevant listings that are missing, including the sources that recur in the tested AI answers. On ZorgkaartNederland you are listed under an old name.

3 of 7 cited sources that list you

5 referring domains

14 Domain Rating of the front-runner

Sources: Ahrefs, Semrush, Majestic and Moz, 11 September 2026. Source analysis of the sixty AI answers. Example data.

3 The page plan

One list that adds up. The menu and the price follow from it.

Page	Existing or new	What happens to it	Menu position
Home	existing	Content rebuilt, with the sports focus up front	main menu
How we work	existing	Your own text stays and gets the new design	main menu
Contact and appointments	existing	Rebuilt, with the same opening hours as on your profiles	main menu, last
Privacy and terms	existing	Checked against your business details. A privacy statement is part of it; terms only if you use them	footer
Sports injuries	new	Your core focus	main menu
Knee injury from running	new	A specific complaint within sports injuries	under Sports injuries
Dry needling	new	You already mention this service, but there is no dedicated page for it yet	under Sports injuries
HYROX training	new	In the example scan you were only mentioned for the HYROX question	main menu
Reimbursement and rates	new	A dedicated page can answer questions about reimbursement and rates clearly	main menu

Nine pages in total, four existing and five new. HYROX training links to How we work; a separate page about Martijn is not part of this advice and so is not in the menu either.

After the follow-up measurement we will discuss whether extra pages make sense.

4 The build route

In line with your wish to make changes yourself.

You want to be able to change your text and photos yourself. That is possible with WP Minimal and with WP Custom, both in WordPress. Full Code without an admin screen does not fit that. With an admin screen it does, but that needs a quote. We will discuss in our meeting which of the two WordPress routes it will be. The base price is the same for every route.

5 Scope and costs

Derived directly from the page plan.

Item	Amount excl. VAT
4 existing pages renewed (the limit is ten)	€1,000
5 new pages × €150	€750
Total	€1,750

You pay for hosting, the domain and licences separately, in your own name. After three months we take a brief look back at the agreed focus points, with three keywords, fifteen AI answers and Lighthouse. That follow-up measurement is included.

This is advice with a price indication. The quote for you to approve will follow after the meeting on 16 September.

6 What we still need to decide together

- Whether you start with the five recommended pages or want more.
- Which WordPress route it will be.
- Which photos and text will definitely stay.

What we need from you

- Your photos in the highest quality you have.
- View access to Search Console until after the follow-up measurement, if you agree.
- Access to your domain settings when the site goes live.

Methodology. Research carried out by Vogel Visibility on 11 September 2026, with view access to Search Console. Ten keywords, ten competitors and sixty AI answers (three questions on five platforms, repeated four times), plus a source analysis. The sources are Ahrefs, Semrush, Majestic, Moz, Google PageSpeed Insights (Lighthouse), GTmetrix, Google Maps and Business Profile, Bing Places and the healthcare portals. This report is a snapshot. Nobody can guarantee a position.

Not measured means that a tool does not measure that area. **Not found** means that a tool found no position or mention in its own dataset; that is not the same as proven invisibility. **Estimate** is shown for search volume, difficulty and organic traffic, because tools estimate those. For a **zero** we state whether it comes from our own count, a tool measurement or an estimate.

Fysio Hartveld is a fictional practice; all figures are example data. In a real project the full measurement log is a separate document in the client portal. Proofread by Gaby Palland for language, tone and clarity.

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