



CREATIVESITE

Jul 26

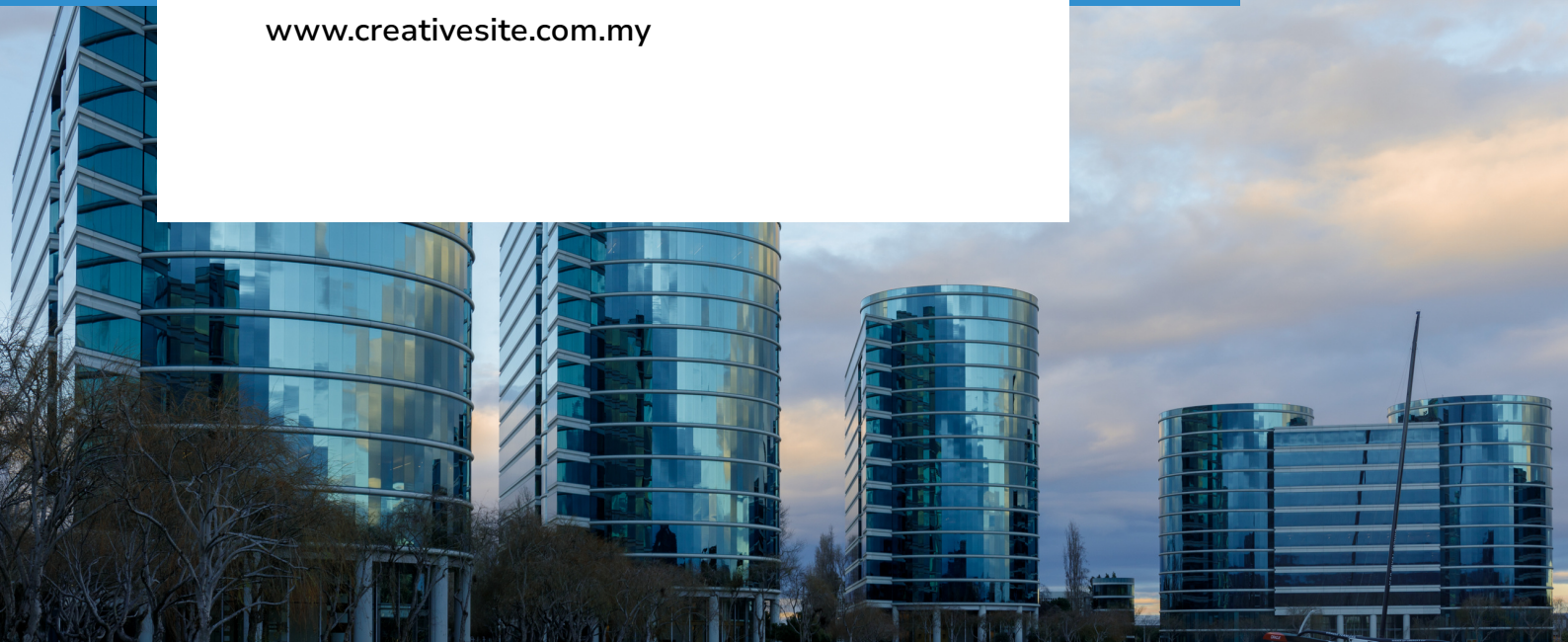
Monthly Insights

Google Search, SEO and AI visibility
insights for Malaysian businesses.

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WHAT WE OBSERVED ACROSS SEO CAMPAIGNS

A summary of SEO performance and website health
based on **8 reports** for July 2026.



8

REPORTS ANALYSED

SEO performance reports
reviewed for July 2026



51

ORGANIC KEYWORDS

Tracked across all
campaigns



6

TOP 3 KEYWORDS

Keywords achieved
Top 3 positions on Google



77–98

SEO HEALTH RANGE

On-Page SEO Score
across campaigns

KEY INSIGHTS FROM JULY 2026



SEARCH VISIBILITY
IS GROWING

Several websites recorded
improvements in keyword
rankings, with more terms
appearing in **Top 10** and
Top 3 positions.



CONTENT CREATES
OPPORTUNITIES

Informational, comparison and
service-related pages are
bringing in new search
opportunities beyond
branded keywords.



AUTHORITY
IS IMPROVING

Backlinks and referring
domains continued to grow,
strengthening overall website
authority and discoverability.

ORGANIC PERFORMANCE OVERVIEW



GROWING

Selected campaigns



STABLE

Selected campaigns



FLUCTUATING

Selected campaigns



Organic performance
varied across
campaigns, while
keyword visibility
continued to develop
across multiple
websites.

AUTHORITY GROWTH (JULY 2026)



1,237

TOTAL BACKLINKS
+828 vs. previous period



1,880

REFERRING DOMAINS
+842 vs. previous period



2

PAID KEYWORDS
Paid Traffic: 19



19

PAID TRAFFIC
Cost: \$1



JULY KEY TAKEAWAY

SEO progress is visible across multiple areas — more keywords are
ranking, content is creating new opportunities, and authority continues
to build. Consistent effort in **technical SEO** and **content quality** will
drive stronger results in the months ahead.

COMMON SEO ISSUES WE FOUND THIS MONTH

Across the 8 SEO reports analysed, these are the recurring technical and on-page issues that can affect search visibility and website performance.



ISSUES DETECTED
85+

These issues were found across different websites at various levels of severity.

High Medium Low



01 TITLE TAGS

Titles that are too long, duplicated or poorly optimised can reduce click-through rate and relevance.

EXAMPLES OBSERVED

- 117+ pages with title too long
- Duplicate title tags on multiple pages
- Missing or empty title tags

SEVERITY

HIGH



02 INDEXING ISSUES

Pages unintentionally blocked from search engines or returning 4XX status can limit visibility.

EXAMPLES OBSERVED

- 61+ pages blocked from indexing
- 4XX status pages detected
- Redirect chains and unnecessary redirects

SEVERITY

MEDIUM



03 INTERNAL LINKING

Broken links, orphan pages and poor internal linking structure weaken user experience and crawl efficiency.

EXAMPLES OBSERVED

- Broken links found across multiple pages
- Orphan pages (no internal links)
- Pages with excessive outgoing redirects

SEVERITY

HIGH



04 PAGE SPEED

Slow-loading pages impact user experience and can affect search performance.

EXAMPLES OBSERVED

- Slow pages identified
- Poor interactivity on some pages
- Page speed needs improvement on desktop for several websites

SEVERITY

MEDIUM



05 METADATA & STRUCTURE

Missing meta descriptions and inconsistent heading structures can reduce content clarity for both users and search engines.

EXAMPLES OBSERVED

- Missing or duplicate meta descriptions
- Multiple or missing H1 headings
- Low word count pages

SEVERITY

LOW



WHY IT MATTERS

Technical issues make it harder for search engines to crawl, understand and rank your website. Fixing these issues creates a **stronger foundation** for content to perform.



KEYWORD TRENDS

WHAT PEOPLE ARE SEARCHING FOR

Our analysis across 8 SEO campaigns shows that visibility is coming from a wide range of search intents, not just branded keywords.



THE BIGGER PICTURE

People don't always search for your brand.

They search for their problem first.



Opportunity lies in being visible for the searches that matter.

KEYWORD CATEGORIES DRIVING VISIBILITY



INFORMATIONAL

Users looking for answers, guides and explanations

Examples:

- how to calculate zakat
- fire extinguisher inspection
- types of car
- what is wakaf tunai



COMPARISON

Users comparing products, services or options

Examples:

- dry powder vs co2
- best car malaysia
- saga vs myvi
- sedekah vs zakat



SERVICE

Users actively searching for a solution or provider

Examples:

- fire extinguisher supplier
- kereta proton terbaru
- homestay kuala terengganu
- zakat perak online



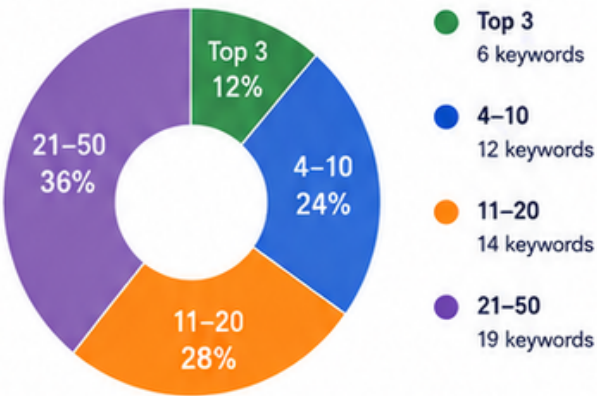
LOCATION-BASED

Users searching with location or city-specific needs

Examples:

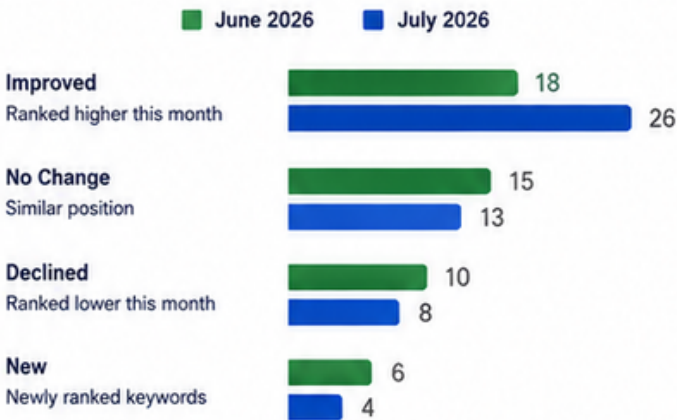
- e waste shah alam
- homestay kota bharu
- zakat fitrah perak
- kereta proton perak

TOP KEYWORD POSITION DISTRIBUTION



42 keywords are ranking within the **Top 20 positions**.

KEYWORD MOVEMENT COMPARISON



More keywords improved compared to the previous month.



JULY KEY TAKEAWAY

Diverse keyword visibility across different search intents creates more entry points to your website and brings in potential customers **at different stages of their journey.**





Search visibility that drives business growth.

Creative Site is an SEO agency in Malaysia focused on helping businesses improve their visibility across Google and AI-driven search.

We combine SEO strategy, technical optimisation, content and search insights to build sustainable organic growth.

Want to improve your search visibility?

Discover what's holding your website back and where your next SEO opportunities are.

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