

CONSTRAINT BRIEF

Clinical trial supply company

A single named constraint, its mechanism, and the three fixes that address it — in the order they should be done.

REPORT TYPE

Constraint Brief

BASIS

Public data only

TURNAROUND

24 hours

PREPARED BY

DeepGro Digital

DATE

25 September 2026

The subject of this report is not named and every identifying detail has been removed. This is the same confidentiality your own clients receive, and the reason this document can be shown to a prospect without disclosing who it was written for.

How to read the figures

Every number here is labelled **MEASURED** (counted directly from the live site or its sitemaps — reproducible today), or **NOT MEASURED** (something only the client's own analytics can show). Nothing is asserted without a label, and nothing is estimated to look more impressive than it is.

This brief deliberately contains **no revenue projection**. Sizing the opportunity requires organic sessions, enquiry conversion rate and enquiry value — three numbers held internally. We say so rather than inventing them.

01

Executive summary

The subject runs a substantial content operation — 176 blog posts and a 26-page clinical glossary, competently written, averaging 1,237 words per post. It is not under-invested in content.

The problem is that this content barely connects to the ten pages that sell anything. In a sample of 18 posts, the average post contained **5.5 in-content links to other blog posts** and **0.6 to any service page**. Seven of the eighteen contained none at all. Authority accumulates in the editorial layer and stays there.

02

The constraint

CONSTRAINT IDENTIFIED

The content engine has no route to the commercial pages

A routing problem, not a volume problem. The editorial layer is roughly nine times better connected to itself than to revenue.

IN-CONTENT LINKS PER POST	AVERAGE	BASIS
To other blog posts	5.5	MEASURED · 18-post sample
To any service page	0.6	MEASURED · 18-post sample
To the contact page	0.2	MEASURED · 18-post sample
Posts with zero service link	39%	MEASURED · 7 of 18

Header, navigation and footer links were excluded from these counts. Global nav links to /services/ from every page; that is not editorial linking and counting it would have hidden the finding.

The shape of the site

250 URLs across five sitemaps. Twelve of them can take an order.

DEEPGRO DIGITAL · CONSTRAINT BRIEF			CO
LAYER	URLS	WHAT IT DOES	
Blog posts	176	Informational — regulatory round-ups, explainers, sourcing commentary	
Glossary terms	26	Definitions. Almost pure top-of-funnel	
Event pages	18	Trade shows, across two competing URL patterns; five already past	
Service pages	10	The commercial layer	
Core pages	11	Home, about, why-partner, contact and similar	
Case studies	2	The only proof assets on a high-consideration purchase	
Categories & legal	6	Archives, privacy, cookies	

17 informational pages for every commercial page. Not wrong in itself — a specialist supplier should own the vocabulary of its field — but the two layers are barely joined.

MEASURED · counted from sitemap_index.xml and its five child sitemaps.

Why it is happening

The content brief carries no commercial obligation. Posts answer a question and end. Nothing in the workflow requires a post to route the reader to the service that solves the problem it just described.

The services hub is the weakest page on the site. /services/ — parent of every commercial page — renders no H1 and carries an auto-generated 40-character meta description reading “Services Archive”. It is an untouched CMS archive template. Link equity arriving there lands on a page that cannot rank.

Proof is thin at the point of decision. Two case studies support a purchase involving regulated supply chains and procurement cycles measured in months.

Supporting findings

FINDING	WHERE	SEVERITY
Services hub has no H1 and an auto-generated meta description	/services/	Critical
DEEPPRO DIGITAL · CONSTRAINT BRIEF Editorial layer not routed to commercial pages	Across /blogs/*	Critical CO
Two URL patterns for the same events, both indexable, each self-canonical	Event pages	High
Five event pages for past dates still indexable, no archive treatment	Event pages	High
Two case studies against ten service pages	/case-studies/	High
No H1; title tag and URL describe different things	About page	Medium
Organization schema present but declares no sameAs entities	Homepage	Medium
1,982 words under a single H2	Main service page	Medium
61 script elements on one template — worth field-testing for responsiveness	Blog template	Medium
Correct Service and Offer schema, 54-character title, clean canonical, H1 present — the template the other nine should follow	Main service page	Strength
No AI crawler restrictions in robots.txt; the glossary is unusually well suited to AI citation	/robots.txt	Strength

06

What we would do, in this order

1 Rewrite the services hub

Give it an H1, a written introduction, a real meta description and descriptive links to all ten service pages. Half a day. First, because every later linking decision points at it.

2 Editorial linking pass over the top 40 posts

Not all 176. The 40 carrying the most authority, two or three in-content links each into the relevant service page, anchors naming the service. This is the constraint and the fastest lever — the authority already exists.

3 Fix the content brief so it stops recurring

Every future post names the service it routes to before it is written. Without this, step 2 has to be repeated every year.

Five further items — the event duplication, stale event pages, missing H1, sameAs, and script weight — are real and worth fixing. None is what is currently holding enquiries back, and doing them first would consume a quarter without moving the number. The full diagnostic sequences all of them.

What this brief cannot tell you

Everything above is externally verifiable. The site, its sitemaps and its markup were analysed directly, so every figure can be re-checked independently — by you, or by anyone you present this to. A finding a client can confirm carries more weight than one they must take on trust.

NOT MEASURED: current traffic, which queries rank, conversion rate, enquiry value, and real-world page performance. We had no analytics, Search Console or CRM access. Linking figures come from 18 of 176 posts — the pattern held across the sample, but exact averages will shift on a full crawl.

What more data would change: the size of the prize, not the diagnosis. That 176 posts link to each other nine times more often than to the pages that sell anything is a counted fact about this site's structure.