2027 PLANNING

Organic search and AI visibility roadmap for 2027

How we build organic visibility and acquisition across Dignity, Simplicity and CMG through 2027, now the migration is complete: where each brand starts, the programme for each brand, and the work quarter by quarter.

Prepared for	Dignity: Dignity Funerals, Simplicity Cremations and The Crematorium & Memorial Group
Prepared by	Fibre Marketing
Date	November 2026
Based on	Ahrefs UK data (1 November 2026), Google Search Console figures from our post-launch reporting, our Google Business Profile analysis (July 2026) and the Simplicity Plan 2027 (October 2026)

OVERVIEW

Three brands, three roles in search

The migration went live on 7 October 2026. Around 42 funeral director domains and the funeral plans site now sit on dignityfunerals.co.uk, and crematorium pages have moved to thecmg.co.uk. The group now has three sites with distinct jobs, all served from the same Drupal platform. 2027 is the year we turn that foundation into steady growth in visibility, calls, clicks and enquiries.

Brand	Role in search	Main aim for 2027
Dignity dignityfunerals.co.uk	The national, in-person funeral director brand. Wins local "funeral directors" searches and map-pack places, funeral plans and the advice families look for when someone dies.	Grow Business Profile calls and clicks, local, funeral plan and guidance visibility, and the enquiries that come from them.
Simplicity simplicity.co.uk	The online, low-cost brand. Leads direct cremation, cremation cost and help-paying searches.	Deliver the Simplicity Plan 2027: organic search driving 1,000 or more sales, up from around 500 in 2026.
CMG thecmg.co.uk	The crematoria and memorial brand. Now holds the crematorium searches that moved across from Dignity at launch.	Build CMG's search foundation: crematorium pages and Business Profiles, then cemeteries and memorials.

How the roadmap is organised

- Group-wide principles that apply to all three brands, so the sites support each other rather than compete.
- A programme for each brand: workstreams, each with its focus, activities, owners, timing, deliverables and measures.
- A single quarter-by-quarter roadmap, and how we measure progress.

Volumes are planned at the current retainer level.

STARTING POSITION

Where each brand starts 2027

The figures below set the baseline we will report against. Ranking figures come from Ahrefs (UK, 1 November 2026). AI citations count the times AI platforms (Google AI Overviews and AI Mode, ChatGPT, Perplexity, Gemini and others) link to each site in their answers.

Measure	Dignity	Simplicity	CMG
Keywords in the top 3	2,218	310	249
Keywords in the top 10	5,014	777	368
AI citations, all platforms	3,976	988	245
Pages cited by AI	667	106	76
Google AI Overview citations	99	33	2

What the numbers show

- **Dignity is ahead of where it was before launch.** Across the 281 keywords tracked since September, Dignity's share of clicks rose from 25% to 47%, 23 points ahead of Co-op Funeralcare (24%). In week one, search clicks excluding funeral notices rose 4.3% (17,915 vs 17,171) and branch and location page clicks rose 24.5% (9,140 vs 7,339).
- **Simplicity is close to the top three on its commercial searches.** "Direct cremation" sits at average position 11.6 and "funeral plans" at 18.3 in Search Console, with 1.6 million commercial impressions a year.
- **CMG is starting from a low base, with strong early momentum.** Top 3 keywords grew from 4 in August to 249 by 1 November as crematorium searches moved across. Two AI Overview citations show how much room there is to grow.

ACROSS THE GROUP

Group-wide principles for 2027

Because the three brands are owned by the same group and share one platform, Google and AI tools can see how they connect. These principles keep each brand distinct and stop them competing for the same searches.

1 One lead brand for every search

What it means	The topic ownership rules agreed for Dignity and Simplicity extend to CMG. Dignity leads funeral director, attended funeral and full funeral plan searches. Simplicity leads direct cremation, cremation cost and help-paying searches. CMG leads crematorium, cemetery, memorial and funeral schedule searches.
Why it matters	Two group sites answering the same search in the same way split visibility between them. Clear ownership means each search has one strong page.

2 Shared structure, separate copy

What it means	Templates, schema, the location data model and reviewed facts are built once and reused across brands. The copy, tone, offer and proof are written for each brand's own audience.
Why it matters	This keeps production efficient while avoiding duplicate content, which search engines filter out.

3 Clear routes between brands for families

What it means	Dignity guidance and branch pages that mention a crematorium link to the CMG crematorium page, and CMG pages point to relevant guidance, only where they answer the visitor's next question.
Why it matters	Families move between arranging a funeral and the crematorium itself. A clear route keeps them within the group.

4 Measured on Search Console, calls and sales

What it means	Progress is reported on Search Console clicks and impressions, Business Profile calls and clicks through Infinity, enquiries and sales, with a fixed set of AI prompts tracked monthly for each brand.
Why it matters	Dignity and CMG get click and enquiry targets in Q1, as Simplicity already has.

DIGNITY

Dignity: the 2027 programme

The new site launched with its structure, local pages, metadata and schema specifications built in, so the core SEO is in place. 2027 is the next stage: growing from that base through the Business Profile programme, wider local coverage, funeral notices, faith, culture and other service content, funeral plans, guidance and AI visibility, with the open technical and schema items completed early in the year. The Business Profile work builds on the programme already running.

Work already in place

- A performance analysis of 573 branch profiles (July 2026), with a nine-action plan.
- The six-month Business Profile and CMG plan, running from September 2026 to February 2027.
- A shared review tracker showing the branches where competitors with more reviews have taken map-pack positions.
- Weekly Google Posts across the estate, each with a call action.
- Profile website links switched to the new branch pages at launch: 4,626 of 5,022 profile clicks (92%) landed on new branch pages in week one.
- Infinity call tracking connected to the listings and website.
- Weekly post-launch reporting through the first four weeks, tracking 281 keywords against September.
- The new site structure, branch and town pages, local service pages and metadata, planned and QA'd with your team before launch.
- Schema specifications for Branch pages, Brand Hubs, attended and unattended funerals, Our funerals and reviews.
- Faith guides for Buddhist, Christian, Hindu, Jewish, Muslim and Sikh funerals.

Dignity four weeks after launch

- Dignity's share of clicks across the tracked keywords nearly doubled, from 25% in September to 47% now, and it leads the next competitor, Co-op Funeralcare, by 23 points (47% vs 24%).
- "Funeral director" moved from position 14 to 4 and "funeral directors" from 13 to 6. Getting the homepage into the top three for these is the next national priority.
- Searches that came from the former external domains now average position 3.9, ahead of 4.8 in September. Their share of clicks is 12% vs 17% in September for local searches, and 61% vs 67% for brand names, so both are close to fully back.
- Funeral plans is the one segment still behind September: average position 8.8 vs 6.1. It is the first priority for the plans workstream.

Average Google position by segment, September vs now

Segment	September	Now
National, e.g. "funeral directors"	13.0	6.2
Guides and advice	7.9	4.2
Funeral notices	6.2	4.3
Funeral services	4.0	3.2
Crematoria, now on thecmg.co.uk	4.2	1.5
Local, already on the Dignity site	7.0	4.3
Local, from the former external domains	4.8	3.9
Brand names, from the former external domains	2.2	1.6
Funeral plans, from the former plans site	6.1	8.8

Lower is better. Week 4 SEO report, November 2026.

Share of clicks from the same 281 keywords, September vs now

Brand	September	Now
Dignity	25%	47%
Co-op Funeralcare	11%	24%
Funeral Guide	12%	23%
Golden Charter	<1%	11%
Pure Cremation	2%	5%
Funeral Partners	3%	4%

Share of the clicks available from these keywords, based on ranking position. 100% would be the top spot on every keyword.

Searches close to the top three

Search	Monthly searches	Position	Ranking page
funeral	19,000	5	/funerals
funeral notices	15,000	6	a branch notices page
eulogy	12,000	6	how to write a eulogy guide
funeral director near me	11,000	4	homepage
funeral directors near me	9,600	6	homepage
hearse	7,900	11	hearses and funeral cars guide
funeral services	6,200	7	homepage
undertakers near me	5,300	4	/locations
funerals near me	4,200	6	/locations
funeral home	3,100	11	/locations/glasgow

Monthly search volumes are Ahrefs UK estimates, used to compare demand. Positions are Google UK, 1 November 2026.

D1 Google Business Profile programme

Q4 2026 to Q4 2027

Focus

Carry the current Business Profile plan through 2027 across all 573 branch profiles: the reviews programme at priority branches, weekly Google Posts with a call action, branch-by-branch recovery of lost map-pack positions, and ongoing optimisation and maintenance.

Why it matters

Our July 2026 analysis showed listings were seen 17.9% more often year on year while searches for funeral directors fell 12.4%. Calls fell mainly because Google removed the one-tap call button from map listings. Branches that held a map-pack position grew website visits by 26.2%, while those that dropped out lost 28.1%. Where positions were lost, the leading local competitor typically had 99 reviews vs 26 where Dignity held its place.

Needs from you

Branch teams requesting reviews at the priority locations, and Post content from the local marketing team.

Activities

ACTIVITY	OWNER	WHEN
Update the review tracker monthly: Dignity vs leading competitor review count and rating at each priority branch	FIBRE	Monthly
Provide review request wording and a direct review link for every priority branch	FIBRE	Q4 2026
Request reviews at High-priority branches first, then Medium	CLIENT	Ongoing
Agree who responds to reviews and the response timeframe	CLIENT	Q1 2027
Publish weekly Google Posts with a call action and a link to the branch page	FIBRE	Weekly
Supply Post themes and offers three months ahead	CLIENT	Quarterly
Diagnose each lost map-pack position: reviews, categories, relevance or proximity	FIBRE	Q1 2027
Act on the fixable causes branch by branch and recheck positions monthly	FIBRE	Q1 to Q3 2027
Full optimisation review of all 573 profiles: primary and secondary categories, services, attributes, hours, photos and Q&A	FIBRE	Q1 2027
Add the funeral types each branch offers as profile services, matching the website's service pages	FIBRE	Q1 2027
Flag unverified and duplicate profiles for closure or merging	FIBRE	Q1 2027
Monthly maintenance: holiday opening hours, photos, product cards and website links	FIBRE	Monthly
Confirm who manages the Bing business listings, and align them with Google	CLIENT	Q1 2027

Deliverables

Monthly review tracker update; weekly Posts; map-pack recovery log by branch; quarterly optimisation summary.

Measured by

Map-pack positions at priority branches; review count and rating vs the leading local competitor; profile calls (Infinity) and website clicks.

D2 Local search expansion: branches, towns and heritage brands

Q4 2026 to Q4 2027

Focus

Building on the local structure launched with the new site (863 branch pages, 873 county, city and town pages with their local service pages, and the heritage brand hubs) to move the national "near me" searches into the top three and widen town coverage beyond the top 250 towns.

Why it matters

Since September, "funeral director" has moved from position 14 to 4 and "funeral directors" from 13 to 6. Dignity now sits at positions 4 to 6 for its biggest local searches: "funeral director near me" (11,000 a month, position 4), "funeral directors near me" (9,600, position 6), "undertakers near me" (5,300, position 4) and "funerals near me" (4,200, position 6). In week one after launch, 62 of the top 250 town searches ranked in the top 3 and 226 in the top 10.

Activities

ACTIVITY	OWNER	WHEN
Get the homepage into the top three for "funeral director" and "funeral directors"	FIBRE	Q4 2026 to Q1 2027
Point town searches from the former external domains to the matching branch pages (share of clicks 12% vs 17% in September)	FIBRE	Q4 2026 to Q1 2027
Extend town tracking beyond the top 250 to every town with a branch, for "funeral directors", "funeral home" and "undertakers"	FIBRE	Q1 2027
Build the priority town list: outside the top 3, weighted to towns that lost a map-pack position	FIBRE	Q1 2027
Strengthen the /locations hub and county pages for "near me" searches	CONTENT	Q1 to Q2 2027
Add deeper local detail to priority branch pages: team, premises, parking, nearby crematoria and cemeteries, faiths and cultures served	CONTENT	Q2 to Q3 2027
Target "funeral home [city]" searches on city pages where branches use that wording ("funeral home", 3,100 a month, position 11)	CONTENT	Q2 2027
Grow heritage brand hubs for brand-name searches (share of clicks 61% vs 67% in September)	CONTENT	Q1 to Q3 2027
Link branch pages to the matching CMG crematorium pages	CONTENT	Q2 2027

Deliverables

Full town tracking set; priority town list; local page briefs; monthly local ranking report.

Measured by

"Near me" positions; town searches in the top 3 and top 10; branch and location page clicks in Search Console.

D3 Funeral notices

Q1 2027 to Q3 2027

Focus

Funeral notices as a local search channel: town-level notice pages that answer searches for deaths, obituaries and funeral times, which today land on individual branch notice pages.

Why it matters

Notice keywords improved from an average position of 6.2 in September to 4.3, but still earn a small share of the clicks available (7% vs 8% in September). "Funeral notices" has around 15,000 searches a month and Dignity sits at position 6. Local searches such as "nottingham obituaries" (2,800), "stafford deaths" (2,700), "funeral times belfast death notices" (2,600) and "coventry obituaries" (2,300) already rank at positions 4 to 8 through branch notice pages.

Activities

ACTIVITY	OWNER	WHEN
Map notice searches by town: deaths, obituaries, funeral notices, funeral times	FIBRE	Q1 2027
Specify town-level notice hubs that gather notices from every branch in that town	FIBRE	Q1 2027
Build the notice hubs	DEV	Q2 2027
Town name and "funeral notices" in each notice page title and heading	DEV	Q2 2027
Link notices to the branch page, the crematorium or cemetery, and condolence guidance	DEV	Q2 2027
Report notices as their own segment	FIBRE	Q1 2027

Deliverables

Notice search map; notice hub specification; notices reporting.

Measured by

Notice search positions by town; notice page clicks; clicks from notices to branch pages.

D4 Funeral services: faith, culture, memorials and legal

Q1 2027 to Q3 2027

Focus

The next layer of service content on top of the core funeral pages: separate faith and culture pages, a fuller memorials section, and legal services, each linked to the branches that offer them.

Why it matters

The religious funerals page links to six faith guides (Buddhist, Christian, Hindu, Jewish, Muslim and Sikh), but the cultural funerals page has no culture-specific pages. Your local marketing team asked for a separate Catholic page and for cultures such as Afro-Caribbean, Greek and Italian funerals, alongside the branches being rebranded as Asian Funeral Directors. Funeral services keywords average position 3.2 vs 4.0 in September but earn 22% of the available clicks, and "funeral" (19,000 a month) sits at position 5. The memorials page has around 150 words of copy, and plaques and benches have no pages of their own.

Needs from you

Confirmation of which branches serve each faith and culture, so pages only promise what branches can offer.

Activities

ACTIVITY	OWNER	WHEN
Keyword research for faith, culture, memorial and legal searches	FIBRE	Q1 2027
Separate Catholic funerals page, and faith pages that sit within Funerals as well as Guidance	CONTENT	Q2 2027
Culture pages where demand supports them, starting with Afro-Caribbean, Greek and Italian funerals	CONTENT	Q2 to Q3 2027
Link faith and culture pages to the branches that serve those communities, including the Asian Funeral Directors branches	CONTENT	Q2 to Q3 2027
Grow the memorials section: headstones, plaques, benches, jewellery, urns, garden and home memorials	CONTENT	Q2 2027
Optimise legal services pages: probate, wills and estate administration	CONTENT	Q3 2027
Expand /funerals to win "funeral" and "funeral services": how each type works and how prices work	CONTENT	Q2 2027

Deliverables

Service keyword map; faith, culture, memorial and legal page briefs.

Measured by

Service keyword positions and share of clicks; service page clicks; enquiries from service pages.

D5 Funeral plans

Q4 2026 to Q2 2027

Focus

Growing funeral plans on dignityfunerals.co.uk now the plans site is part of it: lifting the plans keywords that came across, then a fuller plans hub covering how plans work, what they cover, cost, buying for a parent, plans vs paying at the time of need, and changing or cancelling a plan.

Why it matters

Funeral plans is the one segment still behind September: the plans keywords that moved from the former plans site average position 8.8 vs 6.1 in September. Plans searches are high value and competitive, and plans are FCA regulated, so every page needs your compliance review before it goes live.

Activities

ACTIVITY	OWNER	WHEN
Lift the plans keywords that moved from the former plans site: page-by-page review of titles, content and internal links	FIBRE	Q4 2026 to Q1 2027
Keyword research and target search list for plans	FIBRE	Q1 2027
Agree which plans topics Dignity leads and which Simplicity leads	FIBRE	Q1 2027
Name a compliance reviewer for plans content	CLIENT	Q1 2027
Brief and publish the plans hub and its supporting pages	CONTENT	Q2 2027
Link plans pages from guidance and branch pages	CONTENT	Q2 2027

Deliverables

Plans keyword list; hub briefs; published hub; compliance sign-off log.

Measured by

Plans keyword positions and share of clicks; plans page clicks; plan enquiries.

D6 Guidance and AI search visibility

Q1 2027 to Q4 2027

Focus

Growing the 170 guides from a strong base: closing the gap to the top three on the highest-demand guides, new guides where research shows demand, and widening AI citations from guidance to services, plans and local searches.

Why it matters

Guidance is Dignity's strongest segment since launch: average position 4.2 vs 7.9 in September, and 80% of the available clicks vs 36%. It is also the strongest area in AI answers (3,976 citations across 667 pages, including 99 Google AI Overview citations). Several high-demand guides sit just outside the top three: "eulogy" (12,000 a month, position 6), "hearse" (7,900, position 11), "condolences messages" (1,400, position 10) and "funeral songs for mum" (1,200, position 10).

Activities

ACTIVITY	OWNER	WHEN
Lift the guides closest to the top three, starting with eulogy, hearses, condolences and funeral music	CONTENT	Q1 to Q2 2027
Set a Dignity AI prompt set across services, plans, local and guidance; track mentions and citations monthly	FIBRE	Q1 2027
Review which pages AI tools cite and which competitors they cite instead	FIBRE	Q1 2027
Add reviewer names and last-reviewed dates to guides	CONTENT	Q2 2027
Lead service, plans and branch pages with a short direct answer and FAQs	CONTENT	Q2 to Q4 2027
Brief new guides where research shows demand	FIBRE	Q3 2027

Deliverables

Guide lift list; new guide briefs; monthly AI visibility report.

Measured by

Guidance positions and clicks; AI citations and pages cited; prompt mentions.

D7 Technical and schema: next stage

Q1 2027 to Q2 2027

Focus

Completing the items still open from the launch QA tracker, rolling out the schema already specified across every page type, and lifting mobile speed.

Why it matters

Metadata fields are still to be added for 870 location pages, 8 guide categories and 42 brand hubs, and around 100 groups of branch pages share a title. Schema specifications for Branch pages, Brand Hubs, attended and unattended funerals, Our funerals and reviews are written. All key templates pass Core Web Vitals for real users, but mobile lab scores are 53 to 65 on the homepage and branch pages.

Activities

ACTIVITY	OWNER	WHEN
Add the metadata field to location, guide category and brand taxonomies, then write metadata for all 920 pages	DEV	Q1 2027
Give every branch page in the duplicate title groups its own title	FIBRE	Q1 2027
Confirm which delivered schema is live and complete the rest: Branch, Brand Hub, attended, unattended, Our funerals, reviews	DEV	Q1 2027
Group Organization schema linking Dignity, Simplicity and CMG to the parent company	DEV	Q2 2027
Compress images and reduce JavaScript on the homepage and branch template	DEV	Q1 2027
Monthly crawl, indexing and schema validation checks	FIBRE	Monthly

Deliverables Metadata for 920 pages; unique branch titles; schema validation log; monthly technical check.

Measured by Valid schema items in Search Console; indexing coverage; mobile lab scores.

D8 Measurement and reporting

Q1 2027 to Q4 2027

Focus One monthly view of Dignity's organic and local performance: Search Console by area, Business Profile calls and clicks with Infinity, rankings, and AI visibility.

Why it matters Targets for 2027 are set in Q1 from current Search Console and GA4 data, so every workstream is reported against them.

Activities

ACTIVITY	OWNER	WHEN
Set Dignity click and enquiry targets from current Search Console and GA4 data	FIBRE	Q1 2027
Monthly report: clicks by area (local, notices, services, plans, guidance), profile calls and clicks, rankings, AI visibility	FIBRE	Monthly
Quarterly review of progress and priorities	FIBRE	Quarterly
January peak refresh, year review and 2028 plan	FIBRE	Q4 2027

Deliverables Monthly report; quarterly review; 2028 plan.

Measured by Progress against the agreed targets.

SIMPLICITY

Simplicity: delivering the 2027 plan

The Simplicity Plan 2027 (October 2026) sets the target and the route: organic search driving 1,000 or more sales, roughly double this year, with 1,500 as the stretch. Simplicity follows the path Dignity's new site has taken, reusing its structure, hub model, templates and location data, with copy written for Simplicity's own audience. The programme below is the base volume tier at the current retainer.

1,000	91k	42	4
organic sales target for 2027 (c.500 in 2026)	organic clicks, Sep 2025 to Sep 2026	new pages across the year	commercial hubs to build

Source: Simplicity Plan 2027, based on Google Search Console for simplicity.co.uk, 1 September 2025 to 30 September 2026.

Commercial searches close to the top three

Search	Impressions a year	Average position	Hub
direct cremation	79,332	11.6	Direct cremation
funeral plans	55,344	18.3	Funeral plans
direct cremation near me	38,211	10.9	Town pages
cheap funeral plans	22,903	11.7	Funeral plans
simple cremation	20,331	10.2	Direct cremation
funeral plans uk	19,804	14.6	Funeral plans

Search Console, simplicity.co.uk, 1 September 2025 to 30 September 2026 (from the Simplicity Plan 2027).

S1 **Set-up** — Q4 2026

Focus

Map Dignity's structure to Simplicity, agree topic ownership, and review the Simplicity pages that overlap with Dignity's new site so 2027 starts from a clean position.

Why it matters

Q1 2027 then starts with briefs ready to write, and the two sites never compete for the same search with the same answer.

Activities

ACTIVITY	OWNER	WHEN
Map Dignity's content structure to Simplicity: moment, service, topic, location, audience	FIBRE	Q4 2026
Agree the three topic ownership rules: Simplicity leads, both with different angles, Dignity leads	FIBRE	Q4 2026
Review overlapping pages one by one: keep, merge or redirect	FIBRE	Q4 2026
Build the target search list, tagged by hub, moment and audience	FIBRE	Q4 2026
Set monthly click and sales targets	FIBRE	Q4 2026
Decide whether Simplicity moves onto Drupal	CLIENT	Q4 2026
Confirm product names and URLs for the service pages	CLIENT	Q4 2026
Write the first Q1 briefs for product pages and hubs	FIBRE	Q4 2026

Deliverables

Structure map; ownership rules; overlap actions list; target search list; monthly targets; Q1 briefs.

Measured by

Set-up complete before Q1 production starts.

S2 Products and sub-services

Q1 2027 to Q2 2027

Focus

One strong page per product and sub-service: the direct cremation (from £1,399), the simple funeral or celebration, and the funeral plan (from £1,800), plus the search variants families use for each, such as unattended, simple and cheap cremation.

Why it matters

Simplicity already shows for these searches but sits just outside the top ten: "direct cremation" at 11.6 and "simple cremation" at 10.2. Product pages are where sales happen, so they need to be the strongest pages on the site.

Activities

ACTIVITY	OWNER	WHEN
Product page for the direct cremation: what is included, price, crematoria used, ashes return	CONTENT	Q1 2027
Product page for the simple funeral or celebration	CONTENT	Q1 2027
Sub-service pages where demand supports them: unattended cremation, simple cremation, cremation without a funeral	CONTENT	Q1 to Q2 2027
Price clarity on every product page: total price, what is included, optional extras, link to the Standardised Price List	CONTENT	Q1 2027
Move price lists and key documents from the external document store onto simplicity.co.uk pages	DEV	Q2 2027

Deliverables Product and sub-service pages live with clear pricing.

Measured by Product keyword positions; product page clicks; organic sales.

S3 Commercial hubs

Q1 2027 to Q2 2027

Focus Three at-need hubs built around the product pages: direct cremation, cost and help paying, and someone has died, followed by supporting pages for each.

Why it matters The advice section earns half of Simplicity's organic clicks. Linking those readers into hubs that lead to a product page is how advice traffic becomes sales.

Activities

ACTIVITY	OWNER	WHEN
Direct cremation hub: what it is, what is included, direct cremation vs a funeral, how ashes are returned	CONTENT	Q1 2027
Cost and help paying hub: cremation cost, cheapest cremation, Funeral Expenses Payment, if you cannot afford a funeral	CONTENT	Q1 2027
Someone has died hub: first steps, registering a death, care home and hospital deaths, arranging from a distance	CONTENT	Q1 2027
Supporting pages for each hub (24 hub and guide pages across the year)	CONTENT	Q2 2027
Complete the keep, merge and redirect actions from the overlap review	DEV	Q2 2027
Link every supporting page to its converting page	FIBRE	Q1 to Q2 2027

Deliverables Three hubs live with supporting pages.

Measured by Hub positions; non-brand clicks by hub; organic sales.

S4 Local search expansion: towns and regions

Q1 2027 to Q3 2027

Focus The 185 town pages across 11 regions, upgraded with real local detail, then extended where search demand and crematoria coverage support new towns.

Why it matters "Direct cremation near me" has 38,211 impressions a year at average position 10.9. Town pages only earn visibility when they carry real local data, so the template upgrade comes first.

Activities

ACTIVITY	OWNER	WHEN
Upgrade the town template: nearest crematoria in the network, collection area, ashes return, registrar office	DEV	Q1 2027
Region pages that link every town and explain coverage	CONTENT	Q2 2027
Choose 30 priority towns by demand and crematoria coverage	FIBRE	Q1 2027
Add extra local detail to the priority towns in two rounds	CONTENT	Q2 to Q3 2027
Identify towns with demand but no page, for a 2028 rollout	FIBRE	Q3 2027
Track priority towns, organic and Map Pack, from each location	FIBRE	Q1 2027

Deliverables Upgraded town template; region pages; 30 enriched towns; new town shortlist.

Measured by "Direct cremation near me" position; town page positions and clicks.

S5 Funeral plans hub and audience pages

Q3 2027

Focus The Simplicity funeral plans hub, plus pages for specific audiences: tight budgets, arranging from a distance, no funeral, planning for a parent, care home and hospital deaths.

Why it matters Builds future sales. "Funeral plans" sits at average position 18.3 with 55,344 impressions a year, and "cheap funeral plans" at 11.7.

Activities

ACTIVITY	OWNER	WHEN
Funeral plans hub: how plans work, cost, buying for a parent, plans vs paying at the time of need, changing or cancelling	CONTENT	Q3 2027
Audience-tailored pages (12 across the year)	CONTENT	Q3 2027
Compliance review of plans content	CLIENT	Q3 2027

Deliverables Plans hub and audience pages live.

Measured by Plans keyword positions; plan enquiries.

S6 Technical SEO and schema

Q1 2027 to Q2 2027

Focus Indexing, internal linking and structured data across the products, hubs and town pages.

Why it matters Clear structure helps Google and AI tools understand Simplicity's offer, prices and coverage, and keeps it distinct from Dignity.

Activities

ACTIVITY	OWNER	WHEN
Crawl and indexing review of the full site, including the 185 town pages	FIBRE	Q1 2027
Organization schema linking Simplicity to the parent group	DEV	Q1 2027
Service schema with price on each product page	DEV	Q1 2027
FAQ schema on the homepage and product FAQs	DEV	Q1 2027
Service schema with areaServed on town pages, and BreadcrumbList across the site	DEV	Q2 2027
Internal linking rules: every hub page to its product, every town to its region and the national guides	FIBRE	Q2 2027
Monthly crawl and schema validation checks	FIBRE	Monthly

Deliverables Technical review; schema tickets; linking rules; monthly check.

Measured by Valid schema items; indexing coverage; Core Web Vitals.

S7 Advice refresh, AI visibility and reporting

Q1 2027 to Q4 2027

Focus

Refresh 30 existing advice pages with price and regulatory content first, track a fixed Simplicity AI prompt set, and report clicks and sales by hub every month.

Why it matters

Perplexity already cites Simplicity 171 times, a base to build on. January is the seasonal high point, with 14.6k clicks last January.

Activities

ACTIVITY	OWNER	WHEN
Set the Simplicity AI prompt set and track monthly	FIBRE	Q1 2027
Refresh 30 advice pages, price and regulatory content first	CONTENT	Q2 to Q4 2027
Replace third-party cost figures in site FAQs with Simplicity's own prices	CONTENT	Q1 2027
Monthly report: clicks and sales by hub against target	FIBRE	Monthly
Refresh ready for the January peak; review against the 1,000 sales target; 2028 plan	FIBRE	Q4 2027

Deliverables

Refreshed advice pages; monthly hub report; year review.

Measured by

Organic sales against target; AI mentions and citations.

CMG

CMG: building the search foundation

CMG's website is new. Since launch it has taken on the crematorium searches Dignity used to hold: in the first week, CMG search clicks rose 13.6% (4,521 vs 3,981), matching the clicks Dignity's crematorium pages handed over. Crematorium pages carry almost all of CMG's traffic, and 72% of its clicks came through Google Business Profiles in week one. The 2027 programme turns 45 crematorium and 12 cemetery pages into the best answer for each site, and widens CMG's reach into schedules, burial services, memorials and the funeral directors who book its crematoria.

45	12	57%	98.5%
crematoria	cemeteries	of crematoria clicks via Business Profiles (173,609 of 304,662)	of crematoria searches name a specific crematorium

Clicks and search mix: Search Console for the crematoria section, year to August 2026. Site counts: thecmg.co.uk.

Where CMG can grow beyond crematorium names

Search	Monthly searches	Position	Ranking page
crematorium	6,300	5	homepage
east london cemetery	1,500	2	East London Cemetery
durham crematorium	700	8	Wear Valley Crematorium
emstrey crematorium	700	3	Emstrey Crematorium
upcoming funerals at shrewsbury crematorium	700	1	Emstrey Crematorium
list of funerals at grenoside crematorium	600	8	Grenoside Crematorium
sherwood forest crematorium	600	3	Sherwood Forest Crematorium
fradley crematorium	600	2	Lichfield District Crematorium

Monthly search volumes are Ahrefs UK estimates. Positions are Google UK, 1 November 2026.

C1 **Technical foundations** — Q4 2026 to Q1 2027

Focus A clean technical base for the 45 crematoria and 12 cemeteries: one URL per site, crematorium documents on CMG's own domain, consistent brand naming, and tracking on every key page.

Why it matters

Several crematoria are indexed on two URLs, with and without "-0", for example Grenoside, Randalls Park, Exeter and Glynn Valley, which splits their rankings. Crematorium price lists and brochures hosted on Dignity's asset domain still rank for crematorium names such as Trent Valley, Holytown and Loughborough. Mobile lab scores are 50 to 60, with around 3.4 MB of image savings and 4.9 MB from short caching.

Activities

ACTIVITY	OWNER	WHEN
Consolidate every crematorium and cemetery to one URL, with the duplicate redirected	DEV	Q4 2026
Move crematorium price lists and brochures onto thecmg.co.uk and redirect the old files	DEV	Q1 2027
Use one brand name everywhere: The Crematorium & Memorial Group	CONTENT	Q1 2027
Point footer corporate links to CMG pages rather than Dignity's	DEV	Q1 2027
Fix the empty homepage slideshow	DEV	Q1 2027
Compress images and set longer browser caching	DEV	Q1 2027
Check call buttons, enquiry forms and tracking on every key page	DEV	Q1 2027
Set up rank and AI prompt tracking; agree what counts as a CMG conversion and set targets	FIBRE	Q4 2026 to Q1 2027

Deliverables

Technical review and tickets; tracking in place; baseline and targets.

Measured by

One indexed URL per site; mobile lab scores; key events recorded on every template.

C2 Crematorium pages and schema

Q1 2027 to Q3 2027

Focus

A full page for each of the 45 crematoria: services and facilities, chapel details, directions and parking, opening hours, funeral times, prices, memorial options, and who to contact, with Crematorium schema on every page.

Why it matters

Almost all of the search demand is for a named crematorium: 98.5% of searches to the crematoria section in the year to August 2026. Over the same period, 1.79% of visits to crematorium pages completed a key event, vs 0.58% on cemetery pages. Most already rank first for their name, so the work is making each page the best answer once families arrive.

Activities

ACTIVITY	OWNER	WHEN
Confirm with each site which services it offers, such as chapel options, music, webcasting and wake space	CLIENT	Q1 2027
Brief the crematorium template around those services	FIBRE	Q1 2027
Build the template	DEV	Q2 2027
Write unique content for each crematorium, starting with the 25 pages that carry most of the value	CONTENT	Q2 to Q3 2027
Crematorium schema: name, address, geo, opening hours, telephone, parentOrganization	DEV	Q2 2027
Title and description review for every crematorium page	FIBRE	Q1 2027

Deliverables

Service list per site; template brief and build; 45 crematorium pages with schema.

Measured by

Crematorium name positions; page clicks; key events on crematorium pages.

C3 Local search expansion and Business Profiles

Q1 2027 to Q3 2027

Focus

CMG's crematorium and cemetery Business Profiles, plus the searches families make by town or need rather than crematorium name: "crematorium", "nearest crematorium to me" and "[town] crematorium".

Why it matters

57% of clicks to the crematoria pages (173,609 of 304,662 in the year to August 2026) came through Business Profiles. "Crematorium" (6,300 a month) ranks at position 5 on the homepage and "nearest crematorium to me" at position 6. Some town searches, such as "durham crematorium" (position 8), point to a page named after the crematorium rather than the town.

Activities

ACTIVITY	OWNER	WHEN
Get access to all CMG crematorium and cemetery Business Profiles	CLIENT	Q1 2027
Optimise every profile: categories, hours, photos, services, website link to the matching page	FIBRE	Q1 to Q2 2027
Resolve duplicate crematorium profiles across group brands	FIBRE	Q1 2027
Add the town or area name to crematorium pages where families search that way	CONTENT	Q2 2027
Regional pages linking crematoria and cemeteries by area, for "crematorium near me" searches	CONTENT	Q2 2027
Monitor reviews and agree who responds	CLIENT	Q2 2027

Deliverables Optimised profiles; regional pages; town alignment on crematorium pages.

Measured by "Crematorium" and "near me" positions; profile calls and clicks; town search positions.

C4 Funeral schedules

Q2 2027 to Q3 2027

Focus A clear "funerals today" and "funerals this week" page for each crematorium.

Why it matters Families and mourners search for service times by crematorium: "upcoming funerals at shrewsbury crematorium" (700 a month, position 1) and "list of funerals at grenoside crematorium" (600, position 8). Funeral schedule searches earned 341 clicks in the first week after launch.

Activities

ACTIVITY	OWNER	WHEN
Give each crematorium its own schedule page with today's and this week's services	DEV	Q2 2027
Use "funerals today at [crematorium]" wording in titles and headings	CONTENT	Q2 2027
Link schedules to directions, parking and the chapel details	CONTENT	Q3 2027

Deliverables Schedule pages for every crematorium.

Measured by Schedule search positions and clicks.

C5 Cemeteries and burial services

Q2 2027 to Q3 2027

Focus Full pages for the 12 cemeteries, and the burial services behind them: buying a grave, burial plots in advance, and cemetery memorials.

Why it matters

CMG ranks at position 2 for "east london cemetery" (1,500 a month) and reached position 10 for "cemetery" (around 14,000 a month) within a week of launch. Burial services are covered by one guide today.

Activities

ACTIVITY	OWNER	WHEN
Expand each cemetery page: sections, burial options, opening hours, memorial rules, directions	CONTENT	Q2 2027
Burial service pages: buying a grave, plots in advance, exclusive rights of burial	CONTENT	Q2 to Q3 2027
Cemetery schema on every cemetery page	DEV	Q2 2027

Deliverables

12 cemetery pages and burial service pages live.

Measured by

Cemetery positions and clicks; key events on cemetery pages.

C6 Memorials, ashes and guides

Q2 2027 to Q4 2027

Focus

Memorials made a main section of the site, with pages for memorial gardens, plaques and dedications, and a guides section grown from its current five articles.

Why it matters

Memorials are linked from the homepage but missing from the main navigation. They are an area CMG can lead for the group, separate from Dignity's memorial products.

Activities

ACTIVITY	OWNER	WHEN
Add Memorials to the main navigation	DEV	Q2 2027
Memorial pages: gardens, plaques, dedications, books of remembrance where offered	CONTENT	Q2 to Q3 2027
Ashes pages: collection, scattering, interment at a CMG site	CONTENT	Q3 2027
Grow the guides from five, led by keyword research	CONTENT	Q3 to Q4 2027
Lead each guide and memorial page with a short direct answer for AI tools	CONTENT	Q3 to Q4 2027

Deliverables

Memorials section; ashes pages; new guides.

Measured by

Memorial and ashes positions; AI citations (2 AI Overview citations today).

C7 Funeral director audience

Q2 2027 to Q3 2027

Focus

Pages that serve independent funeral directors who book CMG crematoria for their families: booking, service lengths, facilities and contacts for each site.

Why it matters

CMG's role is a neutral brand that independent funeral directors can refer families to. Making each site easy to book supports that referral relationship.

Activities

ACTIVITY	OWNER	WHEN
Agree what information funeral directors need from each site	CLIENT	Q2 2027
Funeral director section: booking, service lengths, facilities, contacts	CONTENT	Q3 2027

Deliverables

Funeral director section live.

Measured by

Visits and enquiries to the funeral director section.

C8 Measurement and reporting

Q1 2027 to Q4 2027

Focus

A monthly CMG report alongside Dignity's, covering Search Console, Business Profiles, rankings, conversions and AI visibility.

Why it matters

CMG's progress needs to be visible on its own terms from the first month.

Activities

ACTIVITY	OWNER	WHEN
Monthly report alongside Dignity's	FIBRE	Monthly
Quarterly review of priorities	FIBRE	Quarterly
Year review against the baseline; 2028 plan	FIBRE	Q4 2027

Deliverables

Monthly CMG report; year review.

Measured by

CMG clicks and conversions against target.

ROADMAP

2027 roadmap, quarter by quarter

Each brand runs as a quarterly programme with monthly measurement. Q4 2026 is set-up, so January's seasonal peak starts with priorities agreed and the first briefs ready.

Quarter	Dignity	Simplicity	CMG
Q4 2026 Set-up	Homepage into the top three for "funeral director"; plans rankings; town searches to branch pages; Business Profile plan continues.	Structure map; ownership rules; overlap review; target search list; monthly targets; Q1 briefs.	One URL per site; tracking set up; keyword research.
Q1 2027 Foundations	Full town tracking; notices map; faith, culture and plans research; metadata for 920 pages; schema rollout; AI prompt set; profile optimisation; targets set.	Product pages; at-need hubs; town template upgrade; product schema; crawl review.	Documents moved to CMG; brand naming; profile access and optimisation; service list per site; template brief.
Q2 2027 Build	Notice hubs; Catholic and faith service pages; memorials; plans hub; locations hub; guide lifts; group schema.	Sub-service pages; supporting hub pages; region pages; first round of town detail; town schema.	Crematorium template and schema; regional pages; schedule pages; cemetery and burial pages; memorials in navigation.
Q3 2027 Grow	Culture pages; branch and town detail; heritage brand hubs; legal services; new guides.	Funeral plans hub; audience pages; second round of town detail; new town shortlist.	Unique content for all 45 crematoria; memorials and ashes pages; funeral director section.
Q4 2027 Review	Refresh ready for January peak; year review; 2028 plan.	Refresh programme; review against sales target; 2028 plan.	New guides; year review against baseline; 2028 plan.

MEASUREMENT

How progress is measured

Simplicity's sales target is already set. Dignity and CMG click and enquiry targets will be set in Q1 from current Search Console and GA4 data.

Measure	What we track	Source
Clicks and impressions	By brand and by area (local, plans, guidance, hubs, crematoria), with brand and non-brand split	Google Search Console
Business Profiles	Map-pack positions, calls, website clicks and direction requests across the Dignity and CMG estates	Google Business Profile, Infinity
Reviews	Review count and rating at priority branches vs the leading local competitor	Review tracker
Enquiries and sales	Organic enquiries, calls and sales against monthly targets	GA4 and Infinity
Rankings	Priority keyword sets per brand, including local	Ahrefs
AI visibility	Mentions and citations for a fixed prompt set per brand	SE Ranking and Ahrefs

WAYS OF WORKING

Ownership of each workstream

Workstream	Fibre	Dev	Content	Client
Research, priorities and briefs	Leads	-	Supports	Signs off
Copy and page builds	Supports	Supports	Leads	Signs off
Templates, schema and speed	Specifies	Leads	-	Signs off
Fact, price and compliance review	Supports	-	-	Leads
Business Profiles and Posts	Leads	-	-	Supports
Review requests	Supports	-	-	Leads
Measurement and reporting	Leads	Supports	-	Reviews

We are looking forward to working through this with you in the planning session and agreeing the priorities for Q1.