



## SEO Site Audit – Maybelline





## Background & Executive Summary

The following document is a summary of SEO issues found at **Maybelline.com.sg**. It is intended as a guide for **Maybelline** marketing and development teams in identifying, scoping and prioritizing site changes in order to achieve business goals and KPIs via natural search.

The audit will be supplemented with deeper recommendations for areas that require more detail and discussion such as copywriting practices or naming conventions, as well as any page-by-page optimization for key elements such as title tags, Meta descriptions, and on-page copy. iProspect will also support **Maybelline** team in implementation of recommendations through clarifying any points necessary, reviewing planned resolutions in development, and reviewing changes after they have been pushed live.

Notations about difficulty of implementation are based on past experiences with these elements; given recommendations may be easier or harder than the norm based on site framework and/or platform, and development resources available at the time.

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## Indexing, Crawling & Link Value Optimization

*Challenges that can cause problems in being fully indexed or getting full credit for your content.*

This section looks at how search engines find & crawl your site in order to place all pages within its index. Visibility challenges can cause problems in being fully indexed or getting full credit for your content.

## Visibility & Indexing Issues

### 1. Page Search Result Index

*Potential effect: High*

*Potential difficulty: Low*

#### Issue

Maybelline Singapore [search results pages](#) are currently indexed in Google SERP.

#### Recommendation

iProspect has 2 options to exclude these pages from showing from SERP. However, we highly recommend the option #1 as it's very easy to implement to the site unlike the option #2, you will need to monitor the URLs you submitted and wait for approval by Google.

##### Option #1: Via a "noindex" Meta Tag

Using a meta tag to prevent a page from appearing in search engine results is both effective and easy.

First, copy this tag below:

```
<META NAME="robots" CONTENT="noindex, follow">
```

Next, paste the full tag into a new line within the <head> section of your page's HTML

<http://www.maybelline.com.sg/services/search.aspx>

##### Option #2: Via a "URL Removal Tool" from Google Webmaster Tools

1. Open the [Remove URLs page](#).
2. Click Create a new removal request.
3. Enter the relative path of the desired image, page or directory—not the absolute URL—and click Continue.
4. The next screen displays the complete URL of the content to be blocked. Choose one of the following:
  - Remove from search results and cache—Blocks a page or image entirely
  - Remove directory—Blocks the directory from both search results and cache
  - Remove from cache—Blocks the cached copy and search snippet
5. Click **Submit Request**.

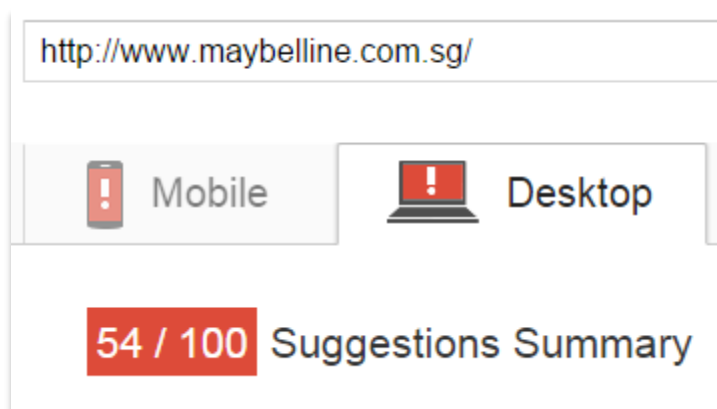
## 2. Desktop Speed Insights

*Potential effect: High*

*Potential difficulty: Medium*

### Issue

Maybelline Singapore desktop currently does not have a [good site speed](#). It is very important to make sure your desktop site loads quickly. Google announced website speed would begin having an impact on search ranking. Websites that are faster get crawled more often, and more pages get crawled as the time spend downloading decreases. The other benefits of fast sites are a better user experience. Users can become very frustrated if they have to wait a long time to see your content.



### Recommendation

Please see the [complete recommendation here](#).

### 3. XML Sitemap incorrect

*Potential effect: Low*

*Potential difficulty: Medium*

#### Issue

Maybelline Singapore [XML site map](http://www.yslbeauty.co.uk/) is currently incorrect. The lists of pages was for <http://www.yslbeauty.co.uk/> website.

#### Recommendation

iProspect recommends to update the correct XML site map that lists all of the pages. This will help the engines index all pages more efficiently, and more quickly index new content added at the site. This file should ideally live on the root level of your site (i.e. [maybelline.com.sg/sitemap.xml](http://maybelline.com.sg/sitemap.xml)), and contain no more than 50,000 URLs per map, with the full list of sitemaps included in the Robots.txt file of the site. These should, at a minimum, include the URL, changefreq and priority fields (which can be assigned default values based on the level of the site of the page). All URLs should be clean with no parameters appended and all go to live 200 pages.


When building an XML site map, the file should ideally be updated on a daily basis, which is best achieved by tying it into your CMS or platform in order to add and remove pages to the XML sitemap as they are added or removed from the site.

An alternative is to create or purchase a crawler to go over your site and record the pages it finds, which can be a time and bandwidth-intensive process.

#### Example of XML Sitemap:

```
<?xml version="1.0" encoding="utf-8"?><!--Generated by Screaming Frog SEO Spider 3.3-->
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"
xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:schemaLocation="http://www.sitemaps.org/schemas/sitemap/0.9
http://www.sitemaps.org/schemas/sitemap/0.9/sitemap.xsd">
  <url>
    <loc>http://www.maybelline.com.sg/</loc>
    <lastmod>2015-06-16</lastmod>
    <changefreq>daily</changefreq>
    <priority>1.0</priority>
  </url>
  <url>
    <loc>http://www.maybelline.com.sg/face/powder.aspx</loc>
    <lastmod>2015-06-16</lastmod>
    <changefreq>daily</changefreq>
    <priority>0.9</priority>
  </url>
  <url>
    <loc>http://www.maybelline.com.sg/eyes/eye-liner.aspx</loc>
    <lastmod>2015-06-16</lastmod>
```





```
<changefreq>daily</changefreq>  
<priority>0.9</priority>  
</url>  
<url><urlset>
```

**iProspect can create XML Sitemap if needed.**



## Duplicate Content & Link Value Issues

This section looks at ways that your site's link value is being diluted or not fully leveraged. This can be caused by:

- **Re-direction issues** that are causing current/past links to not pass along value to the rest of the site.
- **Duplicate content**, created by internal linking practices (especially in conjunction with dynamic pages) or tracking variables, such as those from advertising or affiliates, which splits the links pointed at a given piece of content across multiple URLs.
- **Navigational practices** that mean that link value from the top of the site is not being distributed as quickly or widely to the site's deeper content as it could, preventing you from ranking as well for terms that this content is associated with.

Duplicate content and link value issues cause you to not get as much credit as you should for current (and future) links, which in turn artificially hold back how highly you can rank for your targeted keyword set.

#### 4. Non-www version of the site not re-directing properly

*Potential effect: Medium*

*Potential difficulty: Low*

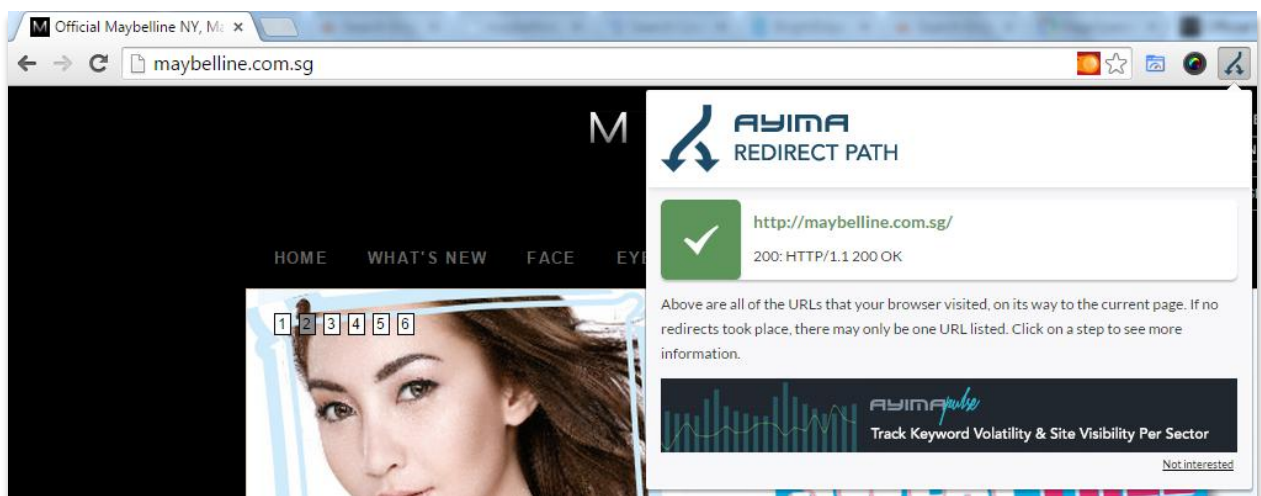
##### Issue

Maybelline Singapore allows the site to be indexed at both <http://maybelline.com.sg/> and <http://www.maybelline.com.sg/>. This is viewed by the search engines as two versions of the site, which dilutes your content value and, to a much sharper degree, splits your link value.

##### Recommendation

Although the <http://maybelline.com.sg/> response status code is **200 ok** and the request was received and processed successfully. iProspect still recommends **301 re-directing** the non-WWW version of the site to the WWW version, which is permanent and transfer link influence from the old location to the new location. This can most quickly be achieved by setting rules at the server level, rather than creating individual re-directs for each page of the site.

If the wider deployment will take some time to execute, doing this for the front page will generate significant value on its own while the full fix is completed, and will likely take little time to execute.



## 5. Index.aspx

*Potential effect: High*

*Potential difficulty: Medium*

### Issue

The Maybelline Singapore website is currently using "[index.aspx](#)" as the root-site.

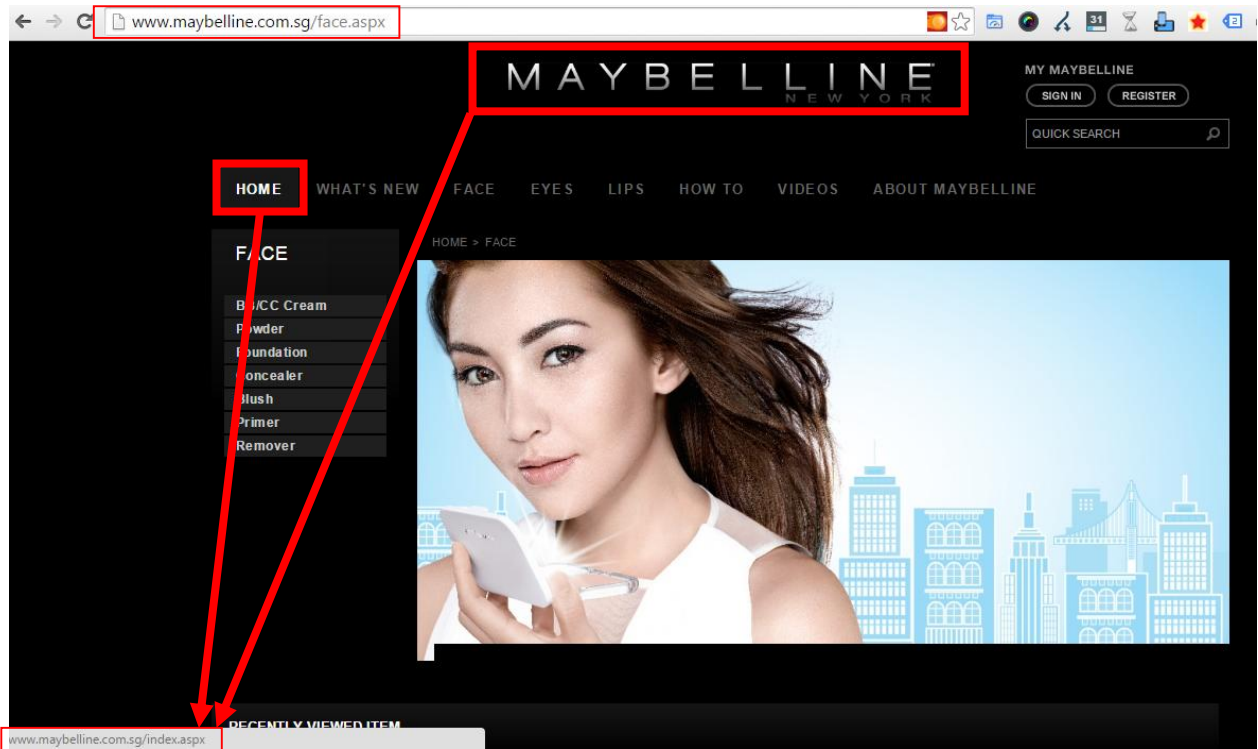
### Recommendation

iProspect recommends 301 re-directing this URL <http://www.maybelline.com.sg/index.aspx> to <http://www.maybelline.com.sg/> as a default URL that will give you more or less error or duplicates to the site. Google will identify the URL as a duplicate to the Maybelline Singapore homepage.

No matter how big the influence in your site's ranking is, Page Authority is still a ranking factor. So for example, while [www.maybelline.com.sg](http://www.maybelline.com.sg) has a PA of 41, [www.maybelline.com.sg/index.aspx](http://www.maybelline.com.sg/index.aspx) has a PA of 26 - while these two pages deliver the same content. This is bad, and has a very bad influence in Maybelline Singapore's ranking, because the two URLs deliver the same content. Google doesn't know that "index.aspx" is the root-site of Maybelline Singapore, so Google tries to evaluate (through algorithms) which site is the more important one. But the major problem here is that all the link-power, ranking-power, etc., gets divided – Maybelline Singapore could rank a lot better without having "index.aspx" in the search engine's index.

To make sure that your site's ranking reaches the maximum, you should concentrate on one URL - make sure, even in **internal link building** (links to the "Home" page of your website), that you link to your domain name: [www.maybelline.com.sg](http://www.maybelline.com.sg), instead of [www.maybelline.com.sg/index.aspx](http://www.maybelline.com.sg/index.aspx).

## EXAMPLE SCENARIO:



- Face product category is linking to its /index.aspx as a default homepage.

## 6. Canonical tag placement

*Potential effect: High*

*Potential difficulty: Medium*

### Issue

Maybelline Singapore canonical tag currently using with /index URL.

### Recommendation

iProspect recommends implementing canonical tags across all content. Although the Maybelline Singapore site already implemented the canonical tags some of the content, it is always a good reminder or a good practices to implement canonical tag every time there is a **new content**. While this practice needs to be implemented site-wide, if the action needed to be staged out, it will be of biggest benefit to the homepage first, followed by working through a dynamic approach for the rest of the site.

Maybelline Singapore should implement the following tag on the front page of [www.maybelline.com.sg](http://www.maybelline.com.sg), by placing it in the header of the page's HTML:

```
<link rel="canonical" href="http://www.maybelline.com.sg/" />
```

**IMPORTANT NOTE:** Do not use this exact tag on any other page. If the home page URL changes for any reason due to structural changes at the site (other than tracking URLs), the URL within the canonical tag should be changed to reflect this new URL.

As possible, Maybelline Singapore should implement unique canonical tags to its interior pages. Using the same structure. The canonical URL used for each level should be the URL that a typical user would see as they navigated through the site, with any additional tracking variables removed. Since these are the URLs that an engine is also likely to see, and the locations that are most likely to have link authority flowing through them, they are the best candidates for the URL that should be considered canonical.

## 7. HTML lang attribute

*Potential effect: High*

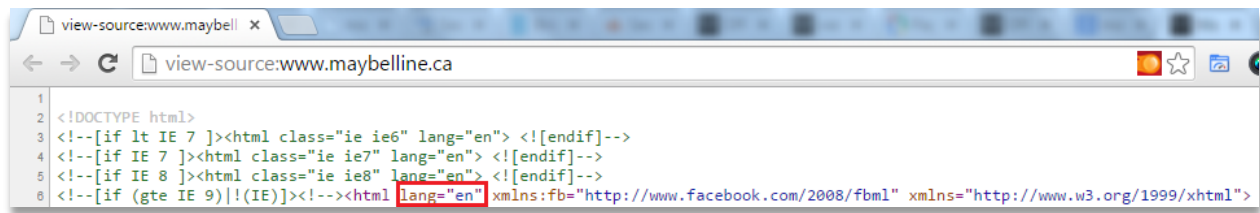
*Potential difficulty: Medium*

### Issue

Maybelline Singapore website currently does not have [HTML Lang attribute](#).

### Recommendation

iProspect recommends adding HTML Lang attribute to all the pages. The HTML lang attribute can be used to declare the language of a Web page or a portion of a Web page. This is meant to assist search engines and browsers.



```
1
2 <!DOCTYPE html>
3 <!--[if lt IE 7 ]><html class="ie ie6" lang="en"> <![endif]-->
4 <!--[if IE 7 ]><html class="ie ie7" lang="en"> <![endif]-->
5 <!--[if IE 8 ]><html class="ie ie8" lang="en"> <![endif]-->
6 <!--[if (gte IE 9)|!(IE)]><!--><html lang="en" xmlns:fb="http://www.facebook.com/2008/fbml" xmlns="http://www.w3.org/1999/xhtml">
```

Recommended HTML language attribute:

```
<html xmlns="http://www.w3.org/1999/xhtml" xml:lang="en" lang="en">
```

## 8. Re-direct 404 error pages

*Potential effect: Medium*

*Potential difficulty: Medium*

### Issue

iProspect has identified 47 instances of 404 error pages at Maybelline.com.sg that have are returning 404 errors, or have been indexed as error pages. This list will be delivered separately from the audit.

### Recommendation

iProspect recommends 301 re-directing these pages to either the correct version of the URL, or to a related product, category or subcategory page. If an applicable category or subcategory cannot be determined then iProspect recommends redirecting the error URL to the homepage.

### Top 10 404 pages found

Domains	Response Code
http://www.maybelline.com.sg/e	404
http://www.maybelline.com.sg/404.asp?aspxerrorpath=/face/bb-cream/clear-smooth-bb-uv-white-cream.aspx	404
http://www.maybelline.com.sg/l1.htm	404
http://www.maybelline.com.sg/404.asp?aspxerrorpath=/face/bb-cream/pure-mineral-bb-watergel.aspx	404
http://www.maybelline.com.sg/404.asp?aspxerrorpath=/lips/lip-color/watershine-pure-lip-color.aspx	404
http://www.maybelline.com.sg/404.asp?aspxerrorpath=/lips/maybelline-selection/whats-new/color-sensational-lip-color.aspx	404
http://www.maybelline.com.sg/404.asp?aspxerrorpath=/face/foundation/super-mineral-24-liquid-foundation-spf-25-pa.aspx	404
http://www.maybelline.com.sg/404.asp?aspxerrorpath=/lipstick/lip-polish-by-colorsensational.aspx	404
http://www.maybelline.com.sg/products/l29l365l393l394l459.htm	404
http://www.maybelline.com.sg/products/l29l415l416l429l430.htm	404
http://www.maybelline.com.sg/products/l29l415l416l429l471.htm	404



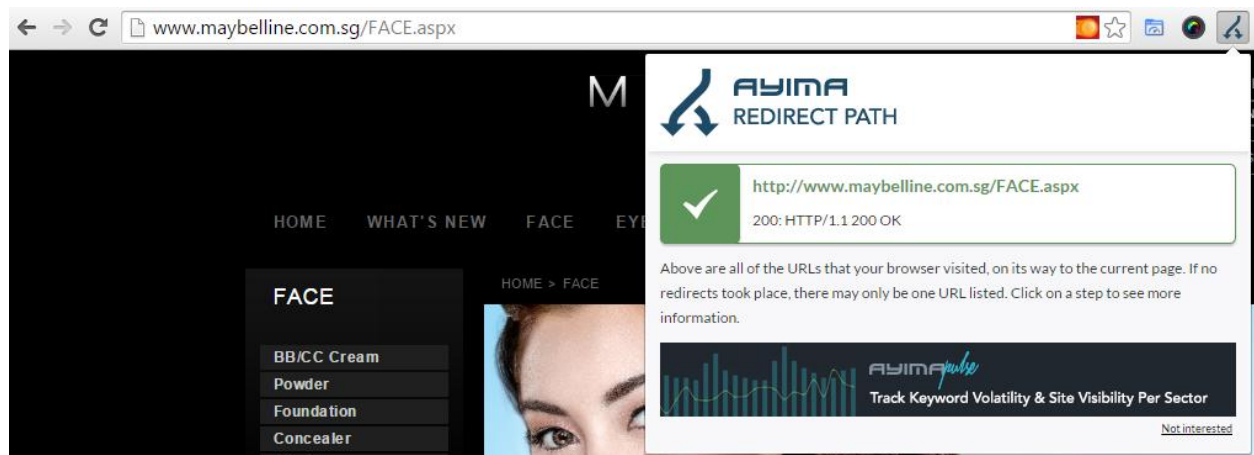
## 9. URLs not re-writing common variants correctly

*Potential effect: Medium*

*Potential difficulty: High*

### Issue

Maybelline Singapore site does not re-direct differences in capitalization or trailing slashes to the canonical version. There is no default URL structure set so all variants (capitals or underscores) are resolving as **200 ok** instead of redirecting. This causes duplication of pages in Google.



### Recommendation

iProspect recommends 301 re-directing these pages to the canonical version of the URL, which can be determined by the versions already used in your navigation, or by determining new rules (which should, in turn, be used as the URLs in your site navigational and internal linking elements).

This is done most effectively using re-write rules at the server level – i.e. if you determine that all URLs should use only lower case letters, all variations in capitalization can and should be set to 301 re-direct to an all-lower case version and to include (or not include) a trailing slash at the end of URLs that end in a directory.

### Example of Capitalization:

<http://www.maybelline.com.sg/FACE.aspx> – Does not 301 redirect to the original URL.

### Example of trailing Slashes:

<http://www.maybelline.com.sg/face/> – Does not 301 redirect to the original URL.

### Good example of re-directing capitalization:

The screenshot shows a web browser window with the address bar displaying <https://www.avon.com/category/skin-care/>. The page content includes navigation links like 'FIND YOUR REPRESENTATIVE' and 'BECOME A REPRESENTATIVE', a shipping notice, and product categories like 'NEW & NOW', 'MAKEUP', and 'SKIN CARE'. A sidebar on the right titled 'AYIMA REDIRECT PATH' shows a list of URLs visited. The first entry is <https://www.avon.com/CATEGORY/SKIN-CARE/> with a status of '301: Permanent redirect to https://www.avon.com/category/skin-care/'. The second entry is <https://www.avon.com/category/skin-care/> with a status of '200: HTTP/1.1 200 OK'. A red box highlights the first entry, and a red arrow points from the browser's status bar (showing '301') to it. Below the redirect list, there is a note: 'Above are all of the URLs that your browser visited, on its way to the current page. If no redirects took place, there may only be one URL listed. Click on a step to see more information.' At the bottom of the sidebar, there is a section for 'AYIMA pulse' with the text 'Track Keyword Volatility & Site Visibility Per Sector' and a 'Not interested' link.



## Page Template-Level Optimization

*Opportunities at the template / site structure level to increase the amount, targeting and emphasis of your current and future content.*

This section looks at ways that practices at the page template or site structure level can be leveraged for improved SEO value across the site. This includes rules and items that apply / can be applied to all content that lives on; for example, how title tags and URLs are created, coding and tagging practices, and common page elements that can be added or improved upon for SEO value.

## 10. Title Tag Structure

*Potential effect: Medium*

*Potential difficulty: Medium*

### Issue

Although the Maybelline Singapore dynamic formulas for title tags are already better but there some pages that needs to be updated to avoid truncation in the SERP.

### Recommendation

iProspect recommends to update the truncated title tags. Google normally displays the first 50-60 characters of a title tag. Make your page titles UNIQUE, and minimize any duplication.

Example of truncated Meta Titles in SERP: **Maximum 55 characters only!**

MAYBELLINE LASTING DRAMA GEL LINER PEN ...

[www.maybelline.com.sg](http://www.maybelline.com.sg) › Eyes › Eye Liner ▾

MAYBELLINE LASTING DRAMA GEL LINER PEN. All Day smudge-proof drama in a pen. In the mood for drama? With just one click, frame your eyes with ...

EYESTUDIO HYPERSHARP WING LINER | Maybelline ...

[www.maybelline.com.sg](http://www.maybelline.com.sg) › Eyes › Eye Liner ▾

EYESTUDIO HYPERSHARP WING LINER. Thinnest to thickest lines for the perfect wings made easy! All in one liner with innovative flat tip brush that creates the ...

EYESTUDIO HYPERGLOSSY ELECTRICS LIQUID LINER ...

[www.maybelline.com.sg](http://www.maybelline.com.sg) › Eyes › Eye Liner ▾

EYESTUDIO HYPERGLOSSY ELECTRICS LIQUID LINER. 0.05mm fine tip liquid liner. 0.05mm Hyperglossy liquid liner in 3 new electric shades! Pure metallic ...

## 11. Meta Description Structure

*Potential effect: Medium*

*Potential difficulty: Low*

### Issue

Maybelline Singapore dynamic formulas for meta descriptions could be made more targeted to the page's keywords, as well as creating a greater incentive to click through via actionable phrases and value statements.

### Recommendation

iProspect recommends updating the way your meta descriptions are dynamically generated, and applying a custom solution where appropriate to test messaging and attempt to push the envelope even further. iProspect will be producing individually constructed meta descriptions as appropriate, but recommends the following improvements to the current default formulas while these are being developed..

These should be formed using the following formulas: **Maximum 150 characters only!**

#### a. Home page:

*Example:* Maybelline is the number one **cosmetics company in Singapore** for **Makeup, Perfume, Skincare, Nail polish**, and more. Shop now to our online store!

#### b. Category page: Face

*Example:* Discover **make-up and cosmetics** with Maybelline. Shop from a range **cosmetics**, including **cream, powder, foundation, concealer, blush, primer** and **remover**.

#### c. Sub-category: Powder

*Example:* Shop **Face powders** at Maybelline. **Anti-aging, mineral & skin perfecting loose & pressed powders** for all-day **flawless skin**. Available now to our online store!

#### d. Product: Clear Smooth Pressed Powder

*Example:* **Clear Smooth Pressed Powder** is the **ultimate shine-control powder**. Try now our **pressed powder foundation** to look like your skin, only better.

## 12. Image ALT attribute

*Potential effect: Low*

*Potential difficulty: Medium*

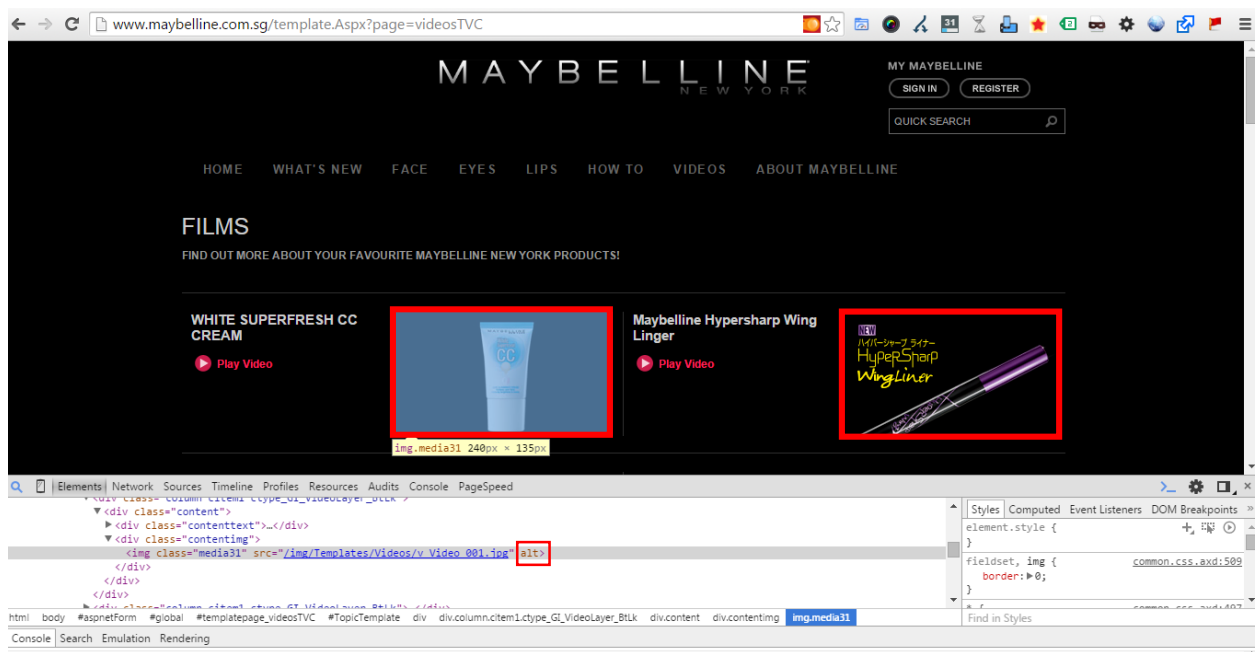
### Issue

Maybelline Singapore usage of ALT attribute on its images can be improved.

### Recommendation

iProspect recommends placing and changing ALT attribute in the following manner:

- a. All images should include an ALT attribute. While Maybelline Singapore is doing very well with ALT attributes on the product pages, homepage, category pages, and subcategory pages. However, there are no ALT attributes to the images specifically on [How To](#), [Videos pages](#) and [About Maybelline](#) pages. For example, in the screenshot below, the ALT attributes contains nothing.



### 13. Link Title Attribute

*Potential effect: Low*

*Potential difficulty: Medium*

#### Issue

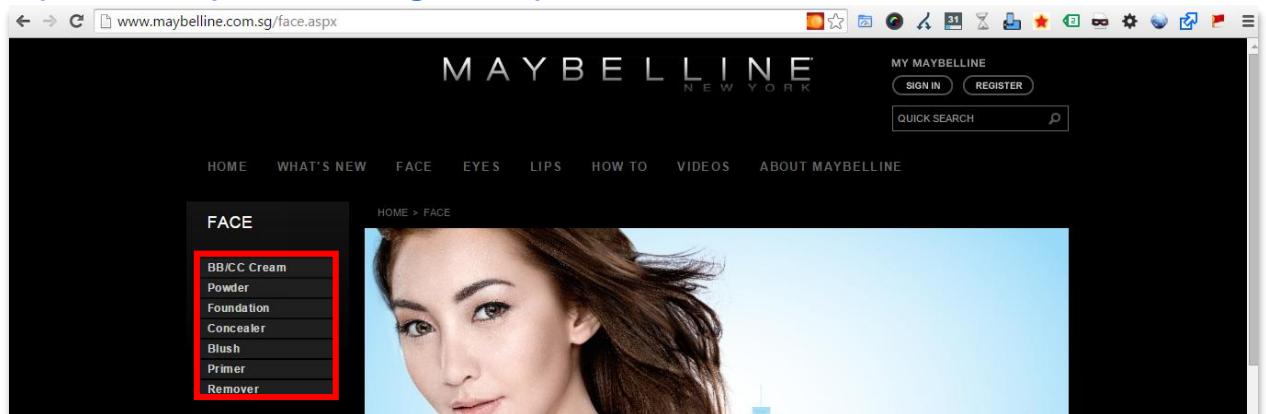
Maybelline Singapore utilizes link title attributes in some cases, but could be utilizing them more frequently and to greater effect. Although, the title attribute does not have any SEO value for links (or images, for that matter). Links can influence click behavior for users, which may indirectly affect SEO, but it has no direct impact on rankings.

#### Recommendation

iProspect recommends placing and changing Link Title attributes in the following manner:

- b. All links should include a link title attribute `<a href="http://www.example.com" title="title text">Text</a>`. For example, in the screenshot below, the Link title attributes contains nothing.

<http://www.maybelline.com.sg/face.aspx>



**Note:** If you use them properly though, they can be helpful in terms of accessibility and usability. If you stuff them with keywords or irrelevant descriptive text, then it might occurs penalty filters can be triggered.

## 14. Schema.org Markup For Rich Snippets

*Potential effect: High*

*Potential difficulty: High*

### Issue

Maybelline Singapore should implement Schema.org markup for its pages.

### Recommendation

iProspect recommends placing Schema.org code on the following pages. iProspect can prepare additional views and documentation to assist with how these can and should specifically applied, but the following page levels and types have been married up with a guide to the types of markup needed:

- a. Product page :: [Review](#)

#### Example:



Maybelline Fit Me Matte + Poreless Foundation Porcelain ...  
www.ulta.com › Makeup › Face › Foundation ▾  
★★★★★ Rating: 4 - 151 reviews  
REVIEW SNAPSHOT by PowerReviews. MaybellineFit Me Matte + Poreless Foundation. 4.0. (based on 151 reviews). 82% of respondents would recommend ...

```
<div itemscope="" itemtype="http://schema.org/Product">  
  
<span itemprop="name">Fit Me Matte + Poreless Foundation</span>  
<div itemprop="aggregateRating" itemscope=""  
  itemtype="http://schema.org/AggregateRating">  
  <span><span itemprop="ratingValue">4</span><span>out of  
  <span itemprop="bestRating">5</span></span></span>based on  
  <span itemprop="reviewCount">151</span></span>reviews  
</div></div>
```

#### How to add Product Reviews?

**Step 1:** Update the code by filling up the **image of the product**, **name of the product**, **rating of the product**, and **the number of reviews count** for the specific product page.

**Step 2:** Copy and paste schema onto site **Product page**.



## b. Location pages :: [Businesses & Organizations](#)

About 25,000,000 results (0.26 seconds)

**Maybelline Cosmetics - Maybelline.com.sg**  
www.maybelline.com.sg/   
Our Wide Range Of MakeUp Products To Enhance Your Look. Visit Us Now!  
Maybelline Eyeliner - White SuperFresh™

**Official Maybelline NY, Makeup Tips and Looks, Fashion ...**  
www.maybelline.com.sg/   
Discover Maybelline: makeup, perfume, skincare, nail polish, and more.  
Store Locator - What's new - Powder - Foundation

**Maybelline**  
www.maybelline.ca/   
Makeup and cosmetics for women. Makeup tips, makeup looks, how to videos and tutorials featuring best makeup foundation, eyeshadow, mascara, eyeliner, ...

**Makeup Products - Maybelline**  
www.maybelline.com/Products.aspx   
Makeup Explorer, The Best Face, Eye, Lip, Nails, Tools & Accessories by Maybelline.  
The perfect foundation, mascara, eyeliner, lip color, nail polish & tools.

**Buy Maybelline | Luxola Singapore**  
www.luxola.com.sg/brands/maybelline   
30 products - American makeup brand sold worldwide and owned by L'Oréal.

**Maybelline Singapore | Facebook**  
https://www.facebook.com/MaybellineSG   
Maybelline Singapore. 58712 likes · 191 talking about this. Maybe She's Born With It. Maybe It's Maybelline®.

### Maybelline

Cosmetics company

**MAYBELLINE**  
NEW YORK

Maybelline is an American makeup brand sold worldwide and owned by the French cosmetics company L'Oréal. Their slogan is "Maybe she's born with it. Maybe it's Maybelline." [Wikipedia](#)

**Stock price:** OR (EPA) €162.75 -0.45 (-0.28%)  
16 Jun, 10:53 AM GMT+2 - Disclaimer

**CEO:** David Greenberg

**Headquarters:** New York City, New York, United States

**Founder:** Tom Lyle Williams

**Founded:** 1915

**Customer service:** 1-234-567-890

**Profiles**

Facebook LinkedIn Twitter YouTube Instagram

[Feedback](#)

```
<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "Organization",
  "url": "http://www.your-company-site.com",
  "logo": "http://www.example.com/logo.png",
  "contactPoint": [
    {
      "@type": "ContactPoint",
      "telephone": "1-234-567-890",
      "contactType": "customer service"
    }
  ]
}
</script>
```

### How to add Business Schema to Website?

**Step 1:** Update the following **URL of the homepage**, **logo of the company** and the **contact number**.

**Step 2:** Copy and paste schema onto site **homepage**.

About 25,000,000 results (0.26 seconds)

### Maybelline Cosmetics - Maybelline.com.sg

[www.maybelline.com.sg/](http://www.maybelline.com.sg/)

Our Wide Range Of MakeUp Products To Enhance Your Look. Visit Us Now!  
Maybelline Eyeliner - White SuperFresh™

### Official Maybelline NY, Makeup Tips and Looks, Fashion ...

[www.maybelline.com.sg/](http://www.maybelline.com.sg/)

Discover Maybelline: makeup, perfume, skincare, nail polish, and more.

[Store Locator](#) - [What's new](#) - [Powder](#) - [Foundation](#)

### Maybelline

[www.maybelline.ca/](http://www.maybelline.ca/)

Makeup and cosmetics for women. Makeup tips, makeup looks, how to videos and tutorials featuring best makeup foundation, eyeshadow, mascara, eyeliner, ...

### Makeup Products - Maybelline

[www.maybelline.com/Products.aspx](http://www.maybelline.com/Products.aspx)

Makeup Explorer, The Best Face, Eye, Lip, Nails, Tools & Accessories by Maybelline.  
The perfect foundation, mascara, eyeliner, lip color, nail polish & tools.

### Buy Maybelline | Luxola Singapore

[www.luxola.com/sg/brands/maybelline](http://www.luxola.com/sg/brands/maybelline)

30 products - American makeup brand sold worldwide and owned by L'Oréal.

### Maybelline Singapore | Facebook

<https://www.facebook.com/MaybellineSG>

Maybelline Singapore. 58712 likes · 191 talking about this. Maybe She's Born With It. Maybe It's Maybelline®.

## Maybelline

Cosmetics company

MAYBELLINE  
NEW YORK

Maybelline is an American makeup brand sold worldwide and owned by the French cosmetics company L'Oréal. Their slogan is Maybe she's born with it. Maybe it's Maybelline. [Wikipedia](#)

Stock price: OR (EPA) €162.75 -0.45 (-0.28%)

16 Jun, 10:53 AM GMT+2 - Disclaimer

CEO: David Greenberg

Headquarters: New York City, New York, United States

Founder: Tom Lyle Williams

Founded: 1915

Customer service: 1-234-567-890

### Profiles



Facebook



LinkedIn



Twitter



YouTube



Instagram

[Feedback](#)

```
<span itemscope itemtype="http://schema.org/Organization">
  <link itemprop="url" href="http://www.your-company-site.com">
  <a itemprop="sameAs" href="http://www.facebook.com/your-company">Facebook</a>
  <a itemprop="sameAs" href="http://www.twitter.com/YourCompany">Twitter</a>
  <a itemprop="sameAs" href="http://www.linkedin.com/YourCompany">Linkedin</a>
  <a itemprop="sameAs" href="http://www.plus.google.com/YourCompany">Google+</a>
  <a itemprop="sameAs" href="http://www.instagram.com/YourCompany">Instagram</a>
</span>
```

## How to add Social Profile Links?

**Step 1:** Update the following **URL of the homepage** and input all social media profiles URL of the company.

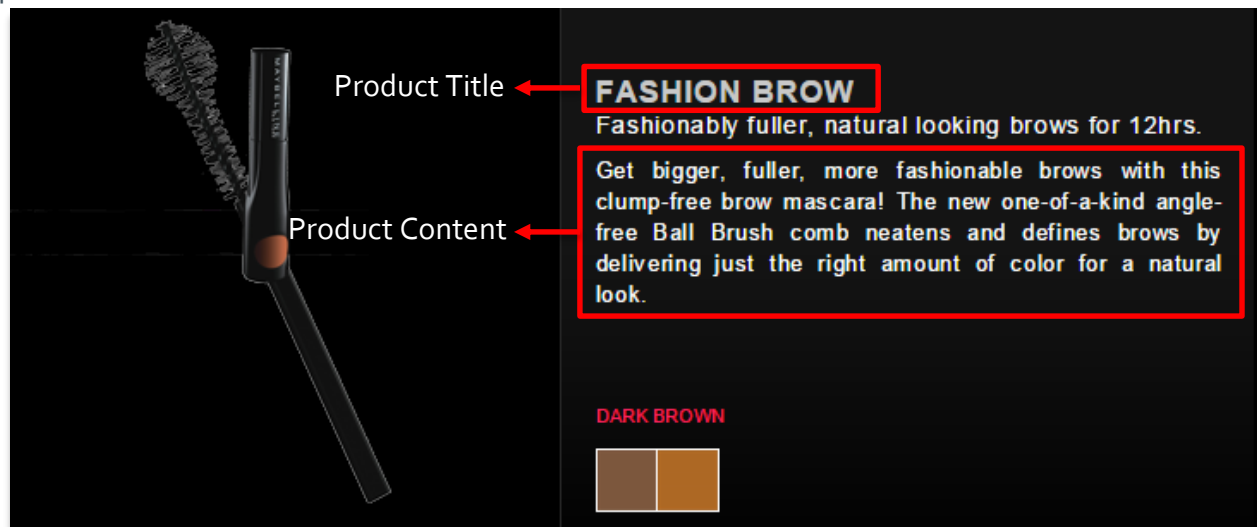
**Step 2:** Copy and paste schema onto site **homepage**.

## Current Content Optimization, Segmentation

*Opportunities to improve keyword selection, usage and density.*

This section contains observations about the ways that specific content can be improved upon to target better keywords, or to increase the usage of particular keywords. This can include recommendations on naming conventions and copywriting tips, and ways to further categorize or subcategorize your current content to increase your potential keyword targeting capabilities,.

While as many as possible will contain the full information needed to execute, due to the closely targeted and complex nature of these kinds of recommendations, further deliverables and documentation may either be planned or become necessary in order to ensure the best possible execution.





FASHION BROW

Keyword



Web

Images

Videos

Maps

News

More ▾

Search tools

About 11,600,000 results (0.53 seconds)

Maybelline Brow Liners - Maybelline.com.sg

Ad [www.maybelline.com.sg/Brow-Liner](http://www.maybelline.com.sg/Brow-Liner) ▾

Eyestudio Crayon Browliner, Defines Brows Naturally. Know More!

Images for FASHION BROW

Report images



More images for FASHION BROW

Buy Maybelline Fashion Brow Duo Eyebrow | Luxola ...

[www.luxola.com](http://www.luxola.com) ▾ Maybelline ▾

Maybellines Fashion Brow Duo Eyebrow. A unique no-clump, waterproof formula that adds soft color, instantly to eyebrows. With its one-of-a-kind angle-fr...

Buy Maybelline Fashion Brow Mascara 7.7ml | Luxola ...

[www.luxola.com](http://www.luxola.com) ▾ Maybelline ▾

Maybellines Fashion Brow Mascara 7.7ml. Make your own fashion statement with brows that wow. With a brush that combs through every hair for a natural ev...

Meta Title

FASHION BROW | Maybelline Beauty UK

[www.maybelline.com.sg](http://www.maybelline.com.sg) ▾ Eyes ▾ Brow Liner ▾

Meta Description

Get bigger, fuller, more fashionable brows with this clump-free brow mascara! The new one-of-a-kind angle-free Ball Brush comb neatens and defines brows by ...



## New Content Expansion & Current Content / Linking Supplements

*Opportunities to support and expand keyword reach via new site structures and new content.*

This section contains observations about the ways that [CLIENT SITE]'s content and linking capabilities can be expanded with new site structures, or current content can be supplemented with new page elements.

While as many as possible will contain the full information needed to execute, due to the closely targeted and complex nature of these kinds of recommendations, further deliverables and documentation may either be planned or become necessary in order to ensure the best possible execution.

## 15. Product Reviews

*Potential effect: High*

*Potential difficulty: High*

### Issue

Maybelline Singapore does not leverage product reviews at their site.

### Recommendation

iProspect recommends exploring adding product review functionality to Maybelline Singapore.

There are a great many factors that go into building a review platform or choosing a 3<sup>rd</sup> party solution like BazaarVoice or Power Reviews. iProspect can provide a more complete guide of recommended updates as needed and requested, but from an SEO standpoint, the following are the most important to consider:

- a. The solution should be visible on the given product page to search engines, rather than added via IFRAME, JavaScript calls, or other methods that do not place the content directly on the page.
- b. Ideally the content is also cross-posted at a second location, such as a reviews subdomain at the main site, in order to leverage the content for value on the primary term and phrases like *review [product name]*. Reviews should be placed in different orders by default at the main site and the review site, such as sorting by most recent at one and by highest rating at the other.
- c. Reviews should include some variety of star rating, which in turn should have the ability to average all ratings, and to have this information (and other important product information) wrapped in Schema.org markup in order to get Rich Snippets in Google search results.
- d. Product copy can be used to cover major details that cannot be comfortably included in the product title, such as MPN or product SKU, color, material, size, gender, additional style points, and other factors that are also used by shoppers when searching.

Maybelline Fit Me Matte + Poreless Foundation Porcelain ...

[www.ulta.com](#) › [Makeup](#) › [Face](#) › [Foundation](#) ▾

★★★★★ Rating: 4 - 151 reviews

REVIEW SNAPSHOT® by PowerReviews. MaybellineFit Me Matte + Poreless

Foundation. 4.0. (based on 151 reviews). 82% of respondents would recommend ...

## 16. RSS Feeds

*Potential effect: Medium*

*Potential difficulty: Medium*

### Issue

Maybelline Singapore could be leveraging RSS feeds for content such as sales, and new products by category or designer/manufacturer.

### Recommendation

iProspect recommends exploring adding RSS Feeds to Maybelline Singapore, around the following areas:

- a. **New products:** These can link directly to the product page, and include automatically generated links to the fields mentioned in the best practices above.
  - i. This can and should be offered for each designer, each product category and at the top level.
  - ii. If this content can be built within the feed without requiring an interim landing page, this would be ideal.
- b. **Sales:** These can link directly to the sales page; if they are for a particular product, category, or designer, these posts should also include links to these (non-sale) pages as well.
  - i. These can and should be offered for any category/designer distinctions these may pop up for (shoes, men's clothing, women's clothing, etc), Flash sales, product-level sales, and all sales.

Maybelline Singapore should utilize autodiscovery tags in the header of all pages for the major, all-encompassing feeds, and offer RSS subscription links for the individual categories mentioned above on the pages themselves, or as part of an RSS library that users can visit to 'sign up' for the specific kinds of feeds and alerts they're interested in.

### Top Free Tools to Create RSS for any website:

1. [Feedity](#)
2. [Feed43](#)
3. [FeedYes](#)
4. [WebRSS](#)
5. [Page2RSS](#)
6. [RSS Generator](#)

iProspect can provide a more complete guide of recommended updates as needed and requested.



## 17. Viewstate code

*Potential effect: Medium*

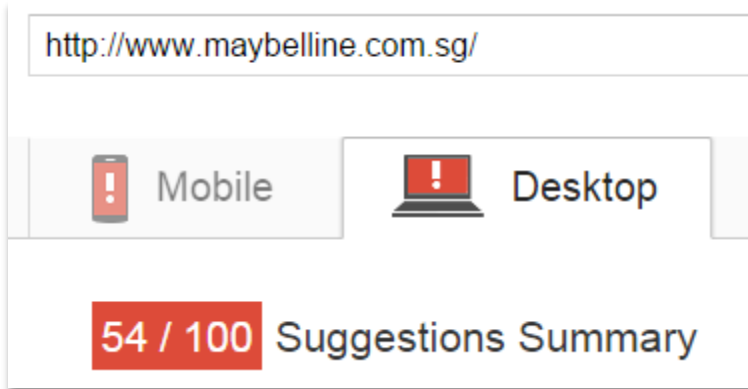
*Potential difficulty: Medium*

## Issue

Maybelline Singapore website found viewstate code, viewstate code is a hidden input at the top of the form/page this can impact SEO as the actual content of the page may not get fully processed by the search engine if there is too much viewstate.

## Recommendation

iProspect recommends moving ViewState code to the bottom of the page so that spiders don't have to sift through it, which means potentially better spidering and search engine ranking. Another benefit is that your page may render faster on browsers since more of the visible HTML is retrieved sooner.

[illegible]



## 18. Blog for SEO

*Potential effect: High*

*Potential difficulty: Medium*

### Issue

Maybelline Singapore website currently does not have blog section.

### Recommendation

iProspect recommends to have a blog in the site to increase the visibility, traffic and rankings of the site. Blogging is more essential than ever. Not only does it add new, fresh content constantly to your website, which will increase your freshness score, but it also gives you something to talk about and share within your social communities. This, in turn, will produce more inbound links to your website, raising your authority score, another factor that increases search engine rankings.

Example of high quality blog posts:



<http://www.maybelline.co.uk/Blog.aspx>

# Mobile Indexing, Crawling & Link Value Optimization

*Challenges that can cause problems in being fully indexed or getting full credit for your content.*

## Responsive Design

Google has suggested [responsive design](#) when optimizing a website for smartphones, which is reason enough for SEO's to jump on the bandwagon and follow this design approach.

The fact of the matter is Google favors responsive design because it makes their life easier. Prior to this design approach, maintaining optimal user experience meant additional website versions were necessary for the content to translate well on mobile devices and tablets.

Now, no matter what device a website is displayed on, responsive design automatically adjusts a page in a way that webmasters can retain their content on the same URL.

This is less work for Googlebot, as there is no requirements for them to crawl and index separate versions of the same site. Making it easy for search engines to analyze a website's content increases the likelihood that it will be ranked higher in search results – thus achieving the objective of SEO.

## Separate URLs

The purpose of a website may determine as to whether a [separate mobile version](#) is necessary.


However, in terms of SEO, having to create two optimization campaigns can involve more effort – an issue that responsive design can help to overcome.

One thing to be aware of when considering mobile websites and SEO is that Google recognizes sites created specifically for desktop or mobile and divides them accordingly in search results, depending on what device you are searching from.

That means a website for mobile generally won't rank as well in a desktop SERPs.

Creating a mobile version for an already optimized website requires starting an SEO strategy from scratch. The reason for this is mobile websites have a different URL and HTML code, and as such Google will treat their page authority separately.

All the authority accumulated from the original website pages, won't carry over to the mobile version, which is a disadvantage when considering backlinks and social shares. However, responsive design eliminates that problem as you only have one URL for that content, meaning no separate optimization campaigns are needed to optimize for different devices.



Responsive design could also be viewed as an answer to modern day browsing and optimal sharing experience on the Internet via differing devices.

Making your content easier to share is a great bonus for SEO as it signals to search engines that your website is informative and of significance.

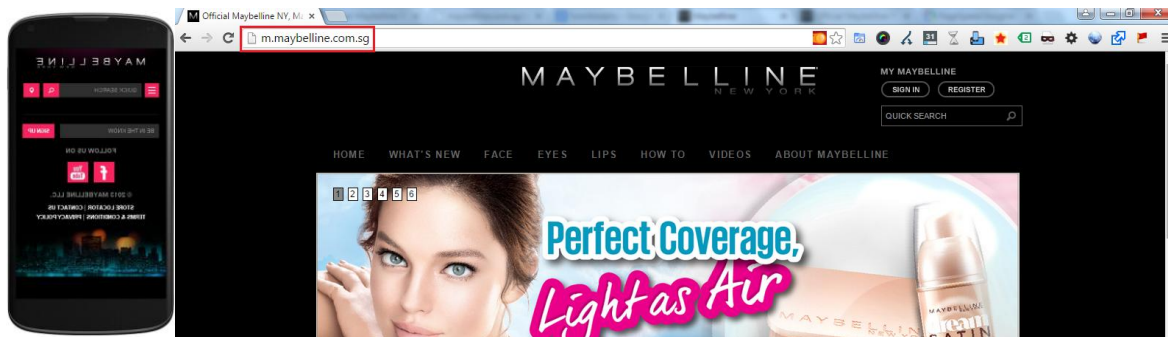
## 19. Mobile Site Functionality

*Potential effect: High*

*Potential difficulty: High*

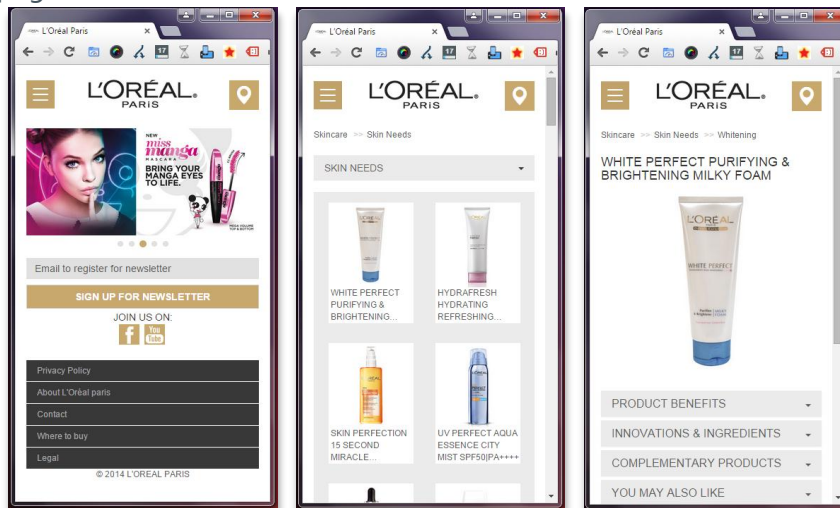
### Issue

Maybelline Singapore <http://m.maybelline.com.sg/mobile/index.htm> is currently not working well using Mobile phone. The menu navigation is not visible and the search box is experiencing error when searching a keyword. iProspect found this <http://m.maybelline.com.sg/> as a mobile version corresponding to the desktop version and the site user experience is doing well such as the **menu navigation**, [category pages](#), [sub-category pages](#), and [product pages](#). However, if you use desktop and changing the **user agent** to mobile or typing manually the **URL** in the browser using Mobile Phone, the site was re-directed to <http://m.maybelline.com.sg/mobile/index.htm> URL.



### Recommendation

iProspect recommends to fix this error such as choosing the default URL for the Mobile version which we preferred this <http://m.maybelline.com.sg/> will be the best structure for SEO. Use a responsive design for the separate URL just like [L'Oreal Paris Mobile](#) did to their pages.



## 20. Mobile XML Sitemap incorrect

*Potential effect: Low*

*Potential difficulty: Medium*

### Issue

Maybelline Singapore mobile [XML site map](http://www.yslbeauty.co.uk/) is currently incorrect. The lists of pages was for <http://www.yslbeauty.co.uk/> website.

### Recommendation

iProspect recommends building an XML site map that lists all of the pages. This will help the engines index all pages more efficiently, and more quickly index new content added at the site. This file should ideally live on the root level of your site (i.e. [m.maybelline.com.sg]/sitemap.xml), and contain no more than 50,000 URLs per map, with the full list of sitemaps included in the Robots.txt file of the site. These should, at a minimum, include the URL, changefreq and priority fields (which can be assigned default values based on the level of the site of the page). All URLs should be clean with no parameters appended and all go to live 200 pages.

When building an XML site map, the file should ideally be updated on a daily basis, which is best achieved by tying it into your CMS or platform in order to add and remove pages to the XML sitemap as they are added or removed from the site.

An alternative is to create or purchase a crawler to go over your site and record the pages it finds, which can be a time and bandwidth-intensive process.

**A sample Mobile Sitemap containing listing a single entry is shown below.**

```
<?xml version="1.0" encoding="UTF-8" ?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"
xmlns:mobile="http://www.google.com/schemas/sitemap-mobile/1.0">
  <url>
    <loc>http://m.maybelline.com.sg/face.aspx</loc>
    <mobile:mobile/>
  </url>
</urlset>
```



### Please note:

- If you plan to use a Sitemap creation tool, you should check to see that it can create Mobile Sitemaps.
- A Mobile Sitemap can contain only URLs that serve mobile web content. Any URLs that serve only non-mobile web content will be ignored by the Google crawling mechanisms. If you have non-mobile content, create a separate Sitemap for those URLs.
- If the `<mobile:mobile/>` tag is missing, your mobile URLs won't be properly crawled.
- URLs serving multiple markup languages can be listed in a single Sitemap.
- Each Mobile Sitemap must have a unique name.
- If you use our Sitemap Generator to create your Mobile Sitemaps, you'll need to create a separate config file for each Mobile Sitemap.

## 21. MobilePage Speed Insights

*Potential effect: High*

*Potential difficulty: Medium*

### Issue

Maybelline Singapore Mobile currently does not have a [good site speed](#). It is very important to make sure your mobile site loads quickly. The mobile speed of your site can effect a number of important factors including conversion rates, bounce rates, and loyalty. Google has already been annotating [mobile-friendly](#) pages for searchers, in an effort to help influence mobile searchers toward a better mobile experience. Users can become very frustrated if they have to wait a long time to see your content.



### Recommendation

Please see the [complete recommendation here](#).

For more information, see:

- [Make your mobile pages render in under one second](#)
- [Make the mobile web faster](#)
- [Optimize for mobile](#)

## 22. Adding Mobile Site To Google Webmaster Tools

*Potential effect: Medium*

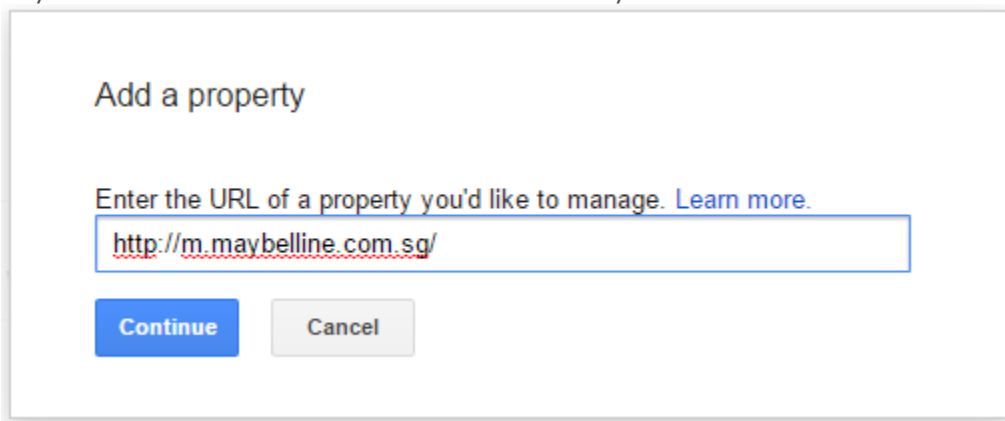
*Potential difficulty: Medium*

### Issue

Maybelline Singapore Mobile is not yet registered on Webmaster Tools.

### Recommendation

iProspect recommends adding the mobile version of the site to Webmaster Tools so that any errors and indexation statistics can be analyzed.



Add a property

Enter the URL of a property you'd like to manage. [Learn more.](#)

http://m.maybelline.com.sg/

[Continue](#) [Cancel](#)



## 23. User Agent Redirects

*Potential effect: Medium*

*Potential difficulty: Medium*

### Issue

Maybelline Singapore Mobile did not implement user agent redirects to their pages. This is an important one as it's currently not redirecting according to device. They need to concentrate on the rel=alternate markup as well as the correct redirection strategy.

### Recommendation

1. On the desktop page, add a special link rel="alternate" tag pointing to the corresponding mobile URL. This helps Googlebot discover the location of your site's mobile pages.
2. On the mobile page, add a link rel="canonical" tag pointing to the corresponding desktop URL.

### Annotation in the HTML

On the desktop page (<http://www.maybelline.com.sg/eyes/brow-liner/fashion-brow.aspx>), add:

```
<link rel="alternate" media="only screen and (max-width: 640px)"  
      href="http://m.maybelline.com.sg/eyes/brow-liner/fashion-brow.aspx">
```

And on the mobile page (<http://m.maybelline.com.sg/eyes/brow-liner/fashion-brow.aspx>), the required annotation should be:

```
<link rel="canonical" href="http://www.maybelline.com.sg/eyes/brow-liner/fashion-brow.aspx">
```

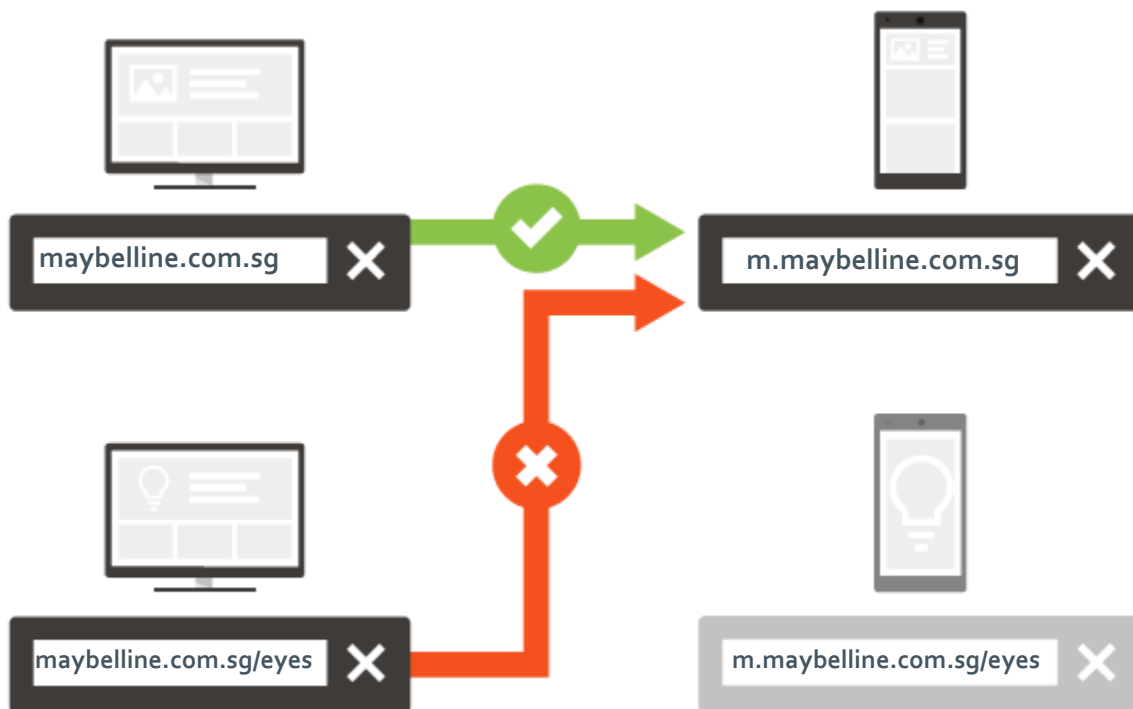
This rel="canonical" tag on the mobile URL pointing to the desktop page is required.

### Faulty redirects

If you have separate mobile URLs, you must redirect mobile users on each desktop URL to the appropriate mobile URL. Redirecting to other pages (such as always to the homepage) would be incorrect.

## Examples:

- Your desktop site's server is configured to redirect mobile users to the mobile site's homepage, regardless of which URL they originally requested, even if the mobile site has the equivalent page to the redirecting desktop page.



- Your desktop site's URLs are dynamically generated with URL parameters that don't map well to the equivalent mobile URL. For example, a user who is looking for a train timetable on a specific date on the desktop site will be frustrated if they are redirected to the general timetable search page on the mobile site. We recommend that you configure the redirection correctly if you do have an equivalent mobile URL so that users end up on the page they were looking for.
- Your desktop site redirects some mobile devices but not others. For example, a site may redirect only Android users to the mobile site and not redirect iPhone or Windows Phone users.



## Recommended action:

1. Use Webmaster Tools. If you're a verified user, we'll send you a message if we detect that any of your site's pages are redirecting smartphone users to the homepage. We'll also show you any faulty redirects we detect in the Smartphone Crawl Errors section of Webmaster Tools. Use the example URLs we provide in Webmaster Tools as a starting point to debug exactly where the problem is with your server configuration.
2. Set up your server so that it redirects smartphone users to the equivalent URL on your smartphone site.
3. If a page on your site doesn't have a smartphone equivalent, keep users on the desktop page, rather than redirecting them to the smartphone site's homepage. Doing nothing is better than doing something wrong in this case.
4. Try using [responsive web design](#), which serves the same content for desktop and smartphone users.

## Task List & Prioritization

Below is a full list of the tasks outlined in this audit, in iProspect's recommended order of prioritization. Items that should be relatively quick fixes are marked with an asterisk (\*) to denote some quick, early wins. These items are also matrixed by predicted difficulty and effect on the following page.



No.	Title	Importance	Difficulty
1	Page Search Result Index	High	Easy Fix
2	Desktop Speed Insights	High	Easy Fix
3	XML Sitemap incorrect	High	Easy Fix
4	Non-www version of the site not re-directing properly	High	Easy Fix
5	Index.aspx	High	High Fix
6	Canonical tag placement	High	High Fix
7	HTML lang attribute	High	Medium Fix
8	Re-direct 404 error pages	High	High Fix
9	URLs not re-writing common variants correctly	High	High Fix
10	Title Tag Structure	High	Medium Fix
11	Meta Description Structure	High	Medium Fix
12	Image ALT attributes	High	High Fix
13	Link Title Attribute	Moderate	Easy Fix
14	Schema.org Markup For Rich Snippets	Moderate	Easy Fix
15	Product Reviews	Medium	Easy Fix
16	RSS Feeds	Medium	Easy Fix
17	Viewstate Code	Moderate	Easy Fix
18	Blog for SEO	Medium	Easy Fix
19	Mobile Site Functionality	High	High Fix
20	Mobile XML Sitemap incorrect	High	Easy Fix
21	MobilePage Speed Insights	High	Easy Fix
22	Adding Mobile Site To Google Webmaster Tools	High	Easy Fix



23	User Agent Redirects	Medium	Easy Fix
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