

# SEO GOOGLE PROJECT

## Content Audit and Technical Review

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### Part 1: Competitive Content Analysis

Competitor 1: Publishing Malaysia Group

URL	Content	Content Type	Notes	links	Twitter	FB Share	FB Likes	FB Comments	LinkedIn	Pinterest
https://www.itbm.com.my/hubungikami	List of journals	List	Informational content	100	9	2	21	4	No	No

<a href="https://www.mphpublishing.com/pages/submit-manuscript">https://www.mphpublishing.com/pages/submit-manuscript</a>	Introduction	Introductory page	Page has more traffic	14	0	0	0	0	0	0
<a href="https://silverfishbooks.com/pages/new-publishing">https://silverfishbooks.com/pages/new-publishing</a>	Mixed	Mixed	Home Page-Highest Traffic	69	0	0	11	0	0	0

## Competitor 2: GBS Publications

URL	Content	Content Type	Links	Twitter	FB Share	FB Likes	FB Comments	LinkedIn	Pinterest
<a href="https://www.gbspublisher.com/journal.php">https://www.gbspublisher.com/journal.php</a>	List of Journals	Static Page	212	45	642	807	30	-	-
<a href="https://www.dnb.com/business-directory/company-profiles.gbs_vision_publication_sd_n_bhd.1e324ec1e04c8be01afa0253e1e498c9.html">https://www.dnb.com/business-directory/company-profiles.gbs_vision_publication_sd_n_bhd.1e324ec1e04c8be01afa0253e1e498c9.html</a>	Publication	Page	10	120	134	214	59	-	-

## Comments

According to above Content Analysis, these competitors show less engagement with their audiences that could lead them to the failures of business. One of the competitors did not use any social media accounts linked to them.

However, both the competitors had large types of items collection and were high ranking on selected keywords. The second competitor had a very well-organized website. The shortages of using social media can be a negative impact to the attractiveness of the website

Both websites lacked high-quality content in well-prepared order. There were not many pages that created unique and attractive content. This should be noticed and find a good solution to utilize these

The first website seems to be not well optimized in content and design. The data shows that there is a huge potential remark if a competitor makes high-quality content connecting with good social media accounts which increase user engagement and help in boosting traffic.

Part 2: Internal Content Audit

URL	Seasonality	Content Type	Images	Internal Links	Post Type	Target	Category	Call to Action	Notes
https://ieice-malaysia.org/?page_id=78	Seasonal	Conference list	No	Yes	List	Direct	Conferences	Yes	The list needs to be made user friendly
https://ieice-malaysia.org/?page_id=66	No	Gallery: Images	Yes	No	Images	Direct	Gallery	No	Explanation: lack of
https://ieice-malaysia.org/?page_id=132	No	Publishing Page	No	Yes	General	Direct	Subscription	Yes	Add more details and images

#### Ideas Suggestions:

- Creating a post about the top bestselling books and journals of the month, explain why and suggest the best situation/ condition to use it well that be equivalent to the current mode. It helps increase traffic and visibility of our top products on the common channels.
- An event post in Facebook or LinkedIn about the current and upcoming conferences, including the short video about the significant features and the welcome invitation to the audiences. Potential clients could consider these reliable and convenient search engines and they could share the event, tag their friends to the events to spread these broader.
- Creating social media accounts including LinkedIn, Instagram, Twitter and updating frequently on these channels.
- A video interview/ thought sharing with some professors about some good journals and conferences and guidelines journal/ their most favorite conferences. They can call for sharing the audiences' ideas or questions about this topic
- Writing a blog/ Making a podcast about how the organization not only cares about profit/ money but also about the welfare of its audience/ the development of the whole communities.

## Part 3: Keyword Map

Page	URL	Primary Keyword	Volume	Rank	Secondary Keyword	Volume	Rank	Notes
Home Page	<a href="https://ieicemalaysia.org/">https://ieicemalaysia.org/</a>	Journal Publishers IEICE Malaysia	960	23	IEICE Malaysia	7	2	Home page is the main page and should get high rankings
Books	<a href="https://bhartipublication.com/books/">https://bhartipublication.com/books/</a>	Books by bharti publications	40	40	Bharti books	0	8	Main content page
Websites/Conferences	<a href="https://ieicemalaysia.org/?page_id=38">https://ieicemalaysia.org/?page_id=38</a>	Join Free/reliable/big/famous conferences India	180	11	Conferences	0	3	Should change the name tag is better proper, for example 'Conferences suggestion'. Need to be in high traffic
Membership	<a href="https://ieicemalaysia.org/?page_id=49">https://ieicemalaysia.org/?page_id=49</a>	Journal membership	40	38	Journal/publishing membership	0	1	To increase membership

Table 1:Recommendations Keyword Map for the new page

Page	URL	Primary Keyword	Volume	Rank	Secondary Keyword	Volume	Rank	Notes
Blog post 10 bestselling journals	-	Bestselling journals	1200	-	Top 10 journals	1500	-	A great page for selling best products
Upcoming conferences	-	Upcoming conferences	300	-	Latest conferences	130	-	Can help in increasing engagement
Social media page	-	Journals facebook	15	-	Journal twitter	0	-	Increase social media Performances
Video interview	-	Journal interviews	10	-	Publishing interview	0	-	Increase Credibility and preference.

## Part 4: Technical Review

### 1. Overview

The main technical factors that need to be given attention are

- No meta description tags
- Lack of details or critical thoughts/ ideas
- No analytics tool used: Add an analytics tool to the website
- Page size is too small-> hard to see and follow the content or get attracted by the page
- Fix broken links
- Add alt attributes to all images to help google identify them

### 2. Robots.txt file

The website does not appear to have a proper robots.txt file set up to allow the search engines crawl almost all the pages.

### 3. Site errors

There are some broken links on the website that need to be fixed, as said above